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Foreword

Have you ever been converted into doing or buying something you afterward regretted? Have you ever stopped midway through a favor for a friend, and thought – “Why did I even agree to this?”

Chances are somebody has used one of the techniques included here on you. They work on a subtle level, for a lot of thought processes and decisions take place below your awareness. And that's what makes them so mighty.

Would you like to discover what these strategies are? How do you distinguish them, and stop yourself before it's too late or how can you use them to your benefit? Knowledge is the initial step.

Here you will gain the insight into

The Secrets Behind Subtle Psychology

Chapter 1:

Foot In The Door Technique

Synopsis

Telemarketers use different techniques to get you to listen to them.
Here is a subtle psychological techniques names foot in the door.

Getting That Initial “In”

A while ago, I got a telephone call from a telemarketer. Generally they'd try to impress me with a grand sales line when I answered, but this one was unlike the others.

The second I answered the call, he told me that he was only doing a fast phone survey, one that would only require 30 seconds. There was no personal information being gathered, he said. Altogether safe and anonymous, and he isn't attempting to sell me anything. Generally I'd have made a polite apology, but 30 seconds didn't appear like such a long time, so I said ok.

And that was the beginning of the snare. He began with little, innocent inquiries. What is your age bracket? What is your job? Where do you go for vacations? These questions weren't intrusive, so I replied happily.

Before long he was expanding to some really personal questions. Midway through the survey, he started assuring me there was only “one last question”. I was becoming irritated and suspicious as the questions got more personal, but his speedy assurances and non-stop blabber left me little time to think the right way, so I kept answering. At the close of the interview, he thanked me courteously and hung up. The survey had taken 5 minutes, and the data I had given was very personal indeed.

“Geez,” I thought. “At any rate he didn't try to sell me anything.”

Well this wasn't really the case.

Somebody phoned to follow up a couple of days later. Instantly she called me by name and referred to some personal data I had given. No more was she a stranger, now she seemed to be a friend. I believed it was somebody I had met but blanked out.

All of a sudden she reminded me of the first telephone call, and congratulated me – I was among the lucky 10 people to have qualified for a limited gift. All I had to do was to attend a seminar (why I got the feeling there won't be only 10 individuals there, I don't know). I had gone for one such sitting before – and this one was in all likelihood to be the equivalent: a long, awful, sales talk.

It was then I at last realized I had been fooled – fallen for one of the most primary tricks social hucksters practice!

This strategy is known, slightly informally, as the “foot in the door strategy”.

And there's a reason for the long telemarketer story. “This is simply a kindergarten trick – any four-year-old child will recognize this!” That was my first thought when I first encountered this simple strategy. But when I closed the textbook, closed my eyes, and recalled a few examples from my past – I recognized just how effective it was in the correct hands.

This plan of attack involves getting a individual to agree to a little request, and then bit by bit presenting larger ones. The telemarketer used this when I agreed to respond to a brief impersonal survey. He then dragged it on with incessant amounts of “just one more question, sir!” Till I completed the full survey, which took 5 minutes and necessitated a lot of personal information.

This much is clear – if he had called for a full 5-minute survey initially, I'd have said no. A lot of individuals would have done the same.

As a whole, individuals are far more probable to comply with a request that costs little in time, revenue, effort, or bother. But, once you've agreed to the initial request, they'd start to ask for more.

An intriguing point: In the follow up call, they reminded me straight off of the first survey. How come? A lot of reasons – but one I would like to discuss here: they were hoping to cue me about my prior commitment. Quite an effective technique.

Chapter 2:

Cognitive Discomfort

Synopsis

A great psychological technique when it works.

This Can Backfire

This strategy centers on the theory of cognitive dissonance. This is a big concept, but we will have just a short look at it here.

Cognitive dissonance is an uncomfortable feeling induced by holding two contradictory ideas at the same time. The "ideas" or "cognitions" at issue may include attitudes and beliefs, the cognizance of one's behavior, and facts.

The hypothesis of cognitive dissonance suggests that individuals have a motivational drive to cut down dissonance by changing their attitudes, beliefs, and behaviors, or by justifying or rationalizing their attitudes, beliefs, and behaviors. Cognitive dissonance hypothesis is among the most influential and extensively studied hypotheses in social psychology.

Dissonance generally occurs when a individual perceives a logical incompatibility among his or her cognitions. This happens when one thought implies the opposite of some other.

For instance, a notion in animal rights could be translated as inconsistent with eating meat or wearing fur. Acknowledging the contradiction would lead to dissonance, which may be experienced as anxiety, guilt, shame, anger, embarrassment, stress, and other damaging emotional states.

When people's thoughts are consistent with one another, they're in a state of harmony, or consonance. If cognitions are unrelated, they're categorized as irrelevant to one another and don't lead to dissonance.

By getting me to agree to the first request when the telemarketer called in the previous chapter, they were hoping I had assembled a mental image of myself as a friend, a client, or a supporter. Cognitive dissonance – discomfort – comes about when we take actions that are incongruent with this mental image. And if I agreed to the increasing requests, they were building up my mental image – at the same time making it harder and harder to go against it, to say no to the following request.

Experimenters have also discovered that individuals would often change their positions towards something to match their behaviors to avoid the discomfort that dissonance induces. For example, after having spent 5 minutes on a survey I didn't initially want to do, I may change my attitude towards the survey – “it wasn’t that bad, as a matter of fact it was quite fun to do.”

Regrettable, then, that the company didn’t recognize they had gotten on my nerves with their first telephone call. I had developed a mental image of myself as somebody who had been strong-armed and lied to by their company – and cognitive dissonance worked against them.

Chapter 3:

The Low Ball Strategy

Synopsis

A like strategy is the Low Ball plan of attack and I just recognized the guy who sold me my car used it on me.

Watch Out For The Low Ball

The Low ball works by first making closure and commitment to the thought or item which you want the other human to accept, then employing the fact that individuals will act consistently with their beliefs to hold up the commitment when you alter the agreement.

There's also an illusion of irrevocability whereby a individual trusts that a decision made can't be overturned, for instance when a individual agrees to buy a car and believes the handshake as the final transaction (as different than forking over the money).

Agreeing to a low price produces excitement and not purchasing after this state is brought on may lead to an equally deep depression, which the individual may stave off by continuing with the more expensive purchase.

Once the final price isn't that much higher than elsewhere, the individual weighs up the bother of going elsewhere with the short-run benefit of holding their purchase very soon.

students where asked to take part in an experiment. The control group was told during the postulation that it would be at 7am. The low ball group was only told this later. Twenty-four% of the control group agreed to this, while fifty-six% of the low ball group agreed (and 95% of these in reality turned up).

Researchers found it to be significant that the person believes that they've made a free and non-coerced agreement to the beginning request. In particular adding 'but you are free to accept or to refuse' to the first request expanded compliance.

However the same person must make both requests.

A sales agent, for instance, may get you to commit to buying a car at a particular price. They'll then leave you for a couple of minutes, perhaps saying they need to get the paperwork. The true reason, though, is to give you time to work up your mental image. In this time, in addition to seeing yourself as a purchaser already, you may also convince yourself the car is a wonderful purchase.

Then the representative comes back. There has been an “error” in the calculations. The cost is higher than he initially thought it was. But it's much tougher for you to reject the new price, for you've already beefed up your mental image.

Chapter 4:

Reciprocity

Synopsis

The tit-for-tat strategy.

One Favor Deserves Another

In social psychological science, reciprocity refers to reacting to a positive action with another positive action, and reacting to a negative action with another negative one. Positive reciprocal actions differ from altruistic actions as those only follow from other positive actions and they differ from social gift giving in that those are not activities taken with the desire or expectation of future positive reactions.

Reciprocal actions are crucial to social psychology as they can help explain the sustainment of social norms. If a sufficient balance of the population interprets the breaking of a social norm by another as a unfriendly activity and if these individuals are willing to take (possibly costly) action to penalize the rule-breaker then this can keep up the norm in the absence of formal authorizations. The penalizing action may range from negative words to all over social banishment.

In public beneficial experiments, behavioral economists have presented that the potential for reciprocal actions by players step-ups the rate of contribution to the public good, allowing for evidence for the importance of reciprocity in social situations.

In math, game theory describes reciprocity as a highly effective Tit for Tat technique for the iterated prisoner's dilemma.

In the animal world reciprocity exists in the social behavior of Baboons. Male Baboons will forge alliances with each other so that one baboon will distract the Alpha-male, who's monopolized reproductive females, and the other will copulate with a female. The roles will be changed by reversal later for "payback."

It might be a motivation for returning favors from others.

The second telephone call from the telemarketers tried to introduce this social principle – reciprocity. This is a basic concept; individuals have a tendency to give something back if you have given them something – even if they didn't ask for it in the first place.

By proposing a gift for me at the seminar, they were increasing the force on me to buy whatever they were selling. That is, if I had turned up.

The rationale of reciprocity is all over – have you ever felt guilty when you departed a shop without purchasing anything, merely because the salesperson went out of his or her way to be helpful? Compare this to a salesperson that didn't appear to care; you in all likelihood would have felt no guilt at walking out.

Chapter 5:

The Slamming Door

Synopsis

Can you imagine that the door slamming could ever be a good thing?

Door Slams Can Actually Help

I first got word of this next strategy in a social psychological science public lecture. There was an informal example the lecturer utilized, so I can't think of the precise details.

A group of caseworkers managed to win over complete strangers and get them to give up an entire Sunday to take some adolescent delinquents out on a trip to beach, without compensation or repayment of any kind.

Before we keep going, conceive of this: somebody rings your buzzer. You open the door, and it's a utter stranger. He smiles a great big smile and says to you – “Hi there! I don't know you, and you don't know me. How would you enjoy spending this Sunday taking a crew of young strangers to the beach? You pay for gasoline and other things during the day, and there's no recompense in the least.”

What would your reply in all likelihood be?

How then, did these caseworkers get anyone at all to agree?

The Slamming Door

This strategy is in a lot of ways is the opposite of the getting your foot in the door. The name identifies it absolutely: make a request so huge the other individual replies with a firm NO! They slam the door in your face, as it were.

Following, you merely knock on the figurative door again, and introduce a second request, one that's much more sensible – and is

what you truly wanted in any event. The true request is likelier to be undisputed if it comes after a ridiculous request.

From memory, the caseworkers set about by first asking for a commitment over a full year, before toning it down to just one Sunday.

There are a lot of reasons why this strategy works. The first is comparison; the true request seems pocket-sized when it comes directly after a ridiculous request. The second is guilt feelings; the individual may have been feeling guilty at turning away the first request. The third is once again the reciprocity principle; by “moving down”, you're seen as having done him a favor!

These grounds might seem ludicrous when presented in such a manner, but one has to recall that these principles and cognitions often occur below conscious awareness. Put differently, most individuals don't realize that these justifications and thought processes are occurring.

Chapter 6:

NLP

Synopsis

Neuro Linguistic Programming

What Is NLP

NLP means Neuro-Linguistic Programming, a name that covers the three most influential elements involved in producing human experience: neurology, language and programming. The neurological system determines how our bodies function, language influences how we interface and communicate with others and our programming decides the sorts of models of the world we produce. Neuro-Linguistic Programming depicts the fundamental dynamics between mind (neuro) and language (linguistic) and how their interplay sets up our body and behavior (programming).

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Many psychologists and hypnotherapists depend on NLP persuasion strategies when dealing with their patients. This is because NLP has an unearthly reach into a person's subconscious mind, making it more comfortable for the said patient to accept new behavioral patterns.

But, NLP persuasion strategies are making their way outside clinics. Anybody who would like to* take control of their life can easily harness the power of NLP. With the following maneuvers, you are

able to easily convince individuals to accept your viewpoint and follow your lead.

NLP Persuasion Strategy # 1: Use "When You" In Conversations.

NLP persuasion strategies are known for being subtle. These formulas are meant to be as natural as possible to avert arousing suspicion.

One strategy involves using the words "when you" during conversations. For instance, you want to convince your partner to check into the latest open house an hour's drive away from home. Tell that individual, "When you see what the place looks like, I'm certain you won't regret it!"

Your statement produces the illusion that your partner has already chosen to go and hence, makes it easier for him to go along with your suggestion.

NLP Persuasion Strategy # 2: Use The Words They Frequently Use.

You may be surprised to discover how individuals often like to use the same words again and again. Some individuals favor the word "Amazing" if they find something really impressive. You are able to use that to your advantage.

For instance, your boss loves saying "astonishing" to describe his latest car or his latest LCD television. If you have an idea you'd like to pitch, use the word "astonishing" in one or two of your sentences. Say "I have an astonishing proposal for you" or "Product X is pretty astonishing."

By utilizing the same word your boss uses to describe top-of-the-line products or truly good stuff, you're making him link your pitch with the things he really finds well... Astonishing.

NLP Persuasion Strategy # 3: Use Their Name.

Another mighty technique involves using a person's name during a conversation. Names have an unbelievable power over individuals. Using a person's name automatically forms some kind of connection between you and the said individual.

For instance, you want to ask your colleague to help you bring up a few boxes of files from the storeroom. Rather than just saying, "Hey, can you help me bring up a few boxes from the storeroom?" you can say, "Brandon, can you help me bring up a few boxes from the storeroom? Thanks, Brandon! I truly appreciate your assistance."

NLP persuasion strategies don't need to shout in order to be effective. Therein lies the beauty of this power. It's easy and it works!

Chapter 7:

Seduction Hypnosis

Synopsis

Everybody knows that hypnosis can really put an effect to a person.. and seduction hypnosis can help someone get what they want.

Seduce Them Over To Your View

Hypnotic seduction is a strategy used to seduce a individual with the use of hypnosis.

It has been proven again and again that hypnosis does truly work; so, it's also safe to say that hypnotic seduction is as well as effective.

Recognizing the basic principles of hypnosis will make it easier to comprehend how hypnotic seduction works.

Hypnosis works in such a way that it puts an individual in a trance-like state, with the use of words or items like the pendulum. Once in this state, a hypnotized individual is now extremely susceptible to suggestions.

But, putting a individual in such a state isn't an easy task. The individual to be hypnotized should have the feeling of trust toward you, and should consciously and subconsciously be amenable to subject to such experience. Without this, hypnotizing a individual won't be possible.

Once in this trance-like state, it's as well impossible to suggest to a individual ideas that is not inherent to him or her. For instance, if you suggest a individual who's of good moral character to be a stealer, the suggestion would most likely just peter out. This is because you can't suggest an individual to do something that's not innate to him or her.

But, if you suggest that he gives 10% of his earnings to the poor every pay day, then it's possible that the individual will do it as it's inherent to his or her personality to do good things.

To sum up the principles, you are able to only hypnotize a individual who trusts you, and you can only suggest thoughts that are already in his or her mind.

Now that you understand the basics of hypnosis, it's time that we relate it to seduction. It's conceivable that you can seduce any individual you want through hypnosis as long as you follow the rules.

A good example would be if you meet a individual in the library and you want to seduce him or her through hypnosis. The very first course of action that you need to accomplish is to produce a warm environment oozing with trust.

You don't want to come on to that individual as a menace because if you do, he or she will turn guarded; thus, hypnosis won't work.

Now that you've produced your environment of trust, it's time to make the individual take interest in you and what you have to say. If you are able to produce just even a small spark of attraction, then you are able to use hypnotic seduction to strengthen that feeling.

Hypnotic seduction has been evidenced effective. There are some individuals who haven't been successful with this as they think what they're trying to do is immoral mind control – it isn't. You need to follow the basic principles of hypnosis to be able to effectively apply hypnotic seduction for magnetism and to get what you want.

Chapter 8:

Social Engineering

Synopsis

Social engineering is not one of the most upstanding ways to get what is desired.

You May Not Want To Use This... But Certainly Look Out For It

Rather simply, social engineering is the power to manipulate society (or members of society) to get where or what you want. Social engineers don't work from the outside, nor do they work from the inside—they work from the outer boundary.

Social engineers are fast thinkers and talk easily to those they're trying to manipulate. Take, for example, the short-change artist. I was once working for a software system retail outlet when I was totally duped by a short-change artist. Initially, he simply wanted to purchase a pack of batteries, and then he wanted to break a twenty dollar bill, and when all was said and done my drawer was short \$180. Now, I'm a professionally trained person with years of experience in communication and improvisation, yet this human who communicated as though he barely had a high school education was able to wangle me into forking over \$182 in change for a \$2 purchase! I did not see it coming and neither will you or your friends.

Among the most primary ways in which a social engineer will acquire access to things he or she shouldn't is by using “adopted authority.” By simply convincing the person that he or she is somebody of authority.

Making you feel sorry for the social engineer is among the dirtiest, yet most successful, tricks of the trade. An example: A "new" employee comes in the IT department saying that he or she just began and already is facing deadlines—but the boss is out for the day and the employee doesn't have access to the network. Any member of the IT staff with a heart may be prone to set up that account and gets him or

her up and running, not recognizing they've just opened the safe for old sticky fingers Louie!

The easiest way to describe social engineering is to equate it to a con man, or even P.T. Barnum himself. To be true, the quote, "There's a sucker born every minute," might as well be gospel to a typical social engineer. More pertinent, social engineering is a process wherein somebody uses influence, deception, and persuasion to get information that would otherwise be unavailable to them and use it manipulatively.

Chapter 9:

Connectivity

Synopsis

The law of connectivity says that the more we feel connected to, a part of, liked by, attracted to somebody, the more influential they become.

Connecting Is A Tool

There are 4 main components to connectivity: attraction, similarity, people skills, and rapport. Attraction runs by making one positive characteristic of an individual affect the way others overall perceive them. The hypothesis of similarity states that familiar objects are more liked than less familiar ones. Analyses show that we as individuals tend to be drawn more toward those who are like us and are commonly inhabit we associate with.

The first skill that most successful individuals have is people skills. You are able to get individuals to like you faster if you become interested in them, pay attention to them, and speak with them. This gets them to be comfy with talking to you, and helps you connect with them so you are able to communicate far more effectively.

Among the quickest ways to form a association between individuals is to use and remember their names. Seeming friendly as well helps a lot with effective communicating.

In order for your audience to take your content into consideration they must have some level of respect for you. Respect generally takes time and patience to reap, but there are means that you are able to produce respect within a group or with an individual.

A bang-up way to do this is by showing gratitude toward the other individual or group. Also never pick apart others and don't discuss your problems with them. This will help build some regard with the group or person.

Rapport is the connection between individuals that make them feel close, as though they knew one another for ever. Whether you recognize it or not we're constantly reading other people and being read by other people through our body language. The 3 ways we're perceived by others are as follows:

- 55% - Visually (body language)
- 38% - Vocally (tone)
- 7% - Verbally (word choice)

Body language and motions are an inherent part of our human factor and psyche. Through our eyes we can approximate the truthfulness, intelligence, attitudes, and feelings of a individual. Our eye's pupils are among the most sensitive and complex muscles in our whole body. They react to light, stimuli, and even emotions.

As unusual as it sounds touch is a crucial part of body language and building connectivity. Subconsciously we as a part of our human factor enjoy being touched, it makes us feel treasured.

The best way to build rapport is to do one or a lot of things that I talked about above. But the best way to build rapport with an individual is to mirror them, but don't mimic them they may find that rude. The reason mirroring works is because they feel like you've a similar demeanor so they by nature feel more connected.

Chapter 10:

Embedded Commands

Synopsis

Being persuasive is key for anyone to be successful in life.

Commands People Don't Realize Are Happening

Whether you are marketing a product, a service, or yourself, you're essentially getting someone to buy. Some of the times, it can be simple, but most of the time, it calls for skill and work to get somebody to say yes. We're cognitive organisms that are pre-wired to do things a particular way.

Individuals are not born successful; they're built to be that way. Words are exceedingly powerful because what you say shapes everything individuals understand from you. Plainly, what you say will determine which direction the conversation will go, so let's start with the basics:

The law of expectations says that if an expectation is before an individual they'll usually comply with that expectation. Persons tend to make decisions on the way other people expect them to act. Presupposition is a sort of a question that uses words and language that indicates what you're asking has already been accepted by the other individual.

An embedded command is a strategy used to communicate to the conscious mind while broadcasting a message to the subconscious mind. The thought behind this is to in reality bypass the conscious mind and communicate directly with the subconscious.

This is generally used in advertising and marketing. The most efficient embedded commands are short and concise, and are no more than two to four words. Studies evidence that embedded commands can in reality change our positions and beliefs. To use an

embedded command all you have to do is speak with the other individual and place a slight emphasis on certain words, don't make it conspicuous or it won't work.

Also you are able to use a method of confusion, by confusing the individual you are able to inject (sounds a lot like sql injection) an embedded command instantly into their subconscious mind. You'll be able to generate confusion in a lot of ways, for instance you'll be able to talk rapidly and place emphasis on the words of your embedded command.

Another effective way to use embedded commands is to produce a certain emotion rather than to get them to do something. This may be done by the use of emotion captivating words and or phrases.

Embedded commands are words that are kind of like ticking time bombs for the brain. They're 1-3 words that are inside a sentence that have a comparatively powerful affect on people's decision making process.

For instance: It seems like you are clearly agreeing with what I'm telling you so let's ACT NOW so I can assist you in getting what you want in the time you need it...does that work for you? This is a really simple pattern to catch on to. Keep in mind that when you SAY THIS aloud, you put unique accent on your embedded command.

Eventually, after much practice, you'll begin to discover a difference in how people respond. This command is really subliminal meaning that it will impact them subconsciously.

Wrapping Up

So there you have it – a modest collection of subtle psychology techniques to use to get what you want or to watch out for. Techniques that can be both mighty and pernicious if used well.

Use them only when you have a conscience; if you don't, use this knowledge as defensive measure.