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The Art of Persuasion:

The Language of Influence and Manipulation eBook

Words may be a WEAPON ,
they may act as a NARCOTIC
and bring WEALTH



Contents

About the author	4
Introduction	7
Why do some salesmen almost always earn huge amounts of money?	10
Do you know how often you are subjected to hypnosis?	15
Preface	21
1. The magic of words	26
2. How do words really work?	29
3. How do conjunctions influence experience?	51
4. The mysterious power of implicature	56
5. Discover the power of presupposition	72
6. Metaphors	95
7. Metaprograms	111
Ending	128
A Persuasion junk	130
B How to influence people who resist in such a way that they don't even recognize it?	137

2

How do words really work?

Let me now introduce you to three special words which you probably use many times during the day. They affect your mind in a very specific way when you hear them and they have the same amazing effect on the minds of your listeners when you utter them in a particular manner. Before you learn them, I'd like to ask you one simple question. Have you sensed yet this feeling of growing curiosity regarding what the three words are? Try to suppress it for a moment longer. Simply don't think about those words. Do not allow your mind even for a moment to consider the following question: *What are these three words?* I know these instructions may seem a bit odd but try for a moment longer not to think about what these words are or how they will help to make your communication with others more effective.

The first of these three magical words is “**No**”. Everyone utters it dozens of times every day but only a small group of people fully realizes what great power lies within

it. In order for you to discover it, I'd like to propose another very interesting experiment. Below, I've listed some instructions. Read them carefully, close your eyes, slowly repeat them to yourself in your mind and observe how your mind reacts to them.

- Don't think about the color blue.
- Don't think about your mother.
- Don't think about the sound of your father's voice.
- Don't, under any circumstances, recall the first bars of the song: "Happy Birthday".

Well, but you did anyway.

What happened in your mind under the influence of these four orders? If you did everything I asked you to, exactly according to my instructions, your mind projected something blue, the image of your mother, you heard your father's voice and the first bars of the song "Happy Birthday". If, however, nothing like that happened the first time round, repeat the exercise. You'll definitely succeed the second time. Why is this so? Why do our minds perversely react to instructions formulated in such a way? To answer this question, a bit of theory is needed. As you probably already know, every human being's mind is composed of two integral parts: a conscious and subconscious one.

At this moment, it's the latter part which is of specific interest to us. The subconscious mind stores well-trained skills at the level of subconscious competence. It is re-

sponsible for, among other things, quick reactions, i.e. it causes you to automatically press the brake pedal when the lights turn red at the junction, as well as to press the gas pedal when the lights turn green; you change gears without thinking how to do it (and do you remember how things were at your driver's license course? Do you remember how much concentration this activity required? And now your hand and feet perform it on their own!) It is also directly responsible for your ability to use your mother tongue without the necessity of consciously considering what you have to say at a given moment, whether to use a noun, verb, or both at the same time, and in what order. Every human being who, at some point or another, studied a foreign language knows how complex this skill is and how much time has to be devoted to be able to communicate with ease in that language, while speaking in your native language takes place without any conscious thinking about the syntax and grammar.

The part of the brain responsible for such functioning of our mind is the oldest one in terms of development. Thanks to it, you understand what other people say to you and you are able to express what you want to communicate in words. This part of the brain is also an instrument which processes words that you hear or read, images, sounds, bodily sensations and emotional states. However, it understands only simple language and is incapable of, among other things, understanding or processing negations. For example, in order to execute the

command: *Don't think about the color blue*, the brain has to first evoke the term *blue* and only then somehow negate it. In other words, it doesn't matter whether you say *Don't think about the color blue* or *Think about the color blue* because at the subconscious level it is exactly the same command—your mind reacts to both sentences in an identical way, i.e. an image of something blue will appear. A very interesting discovery, is it not? Its implications are even more interesting because they pertain not only to images and sounds, but also to emotional states and bodily sensations. Has someone close to you ever said anything like:

“Sweetheart, don't be upset. There's something I need to tell you.”

What was your mind's reaction to these words? Probably, just like in the case of the example with the color blue, the subconscious mind first evoked the meaning of the words *get mad*, i.e. the state of being angry, and then tried to neutralize it. What, then, is the result of such a request? Contrary to the intended one because instead of going into a state of calm, you fly into a state of anger. In speaking to you like this, the person issued the following request at the subconscious level: *Get mad, sweetheart*, although of course his/her intentions were completely different. This example illustrates clearly how often people sabotage their own actions by issuing requests with negations, e.g.:

- Ladies and gentlemen, please don't be nervous.
- Don't be afraid to go to the dentist, it won't hurt.
- Don't forget to send the letters.
- Don't drop that.
- Don't lose that.
- Don't do that.

The sentences above evoke an effect contrary to the intended one. We could achieve our intended results a lot more effectively if the above requests were formulated in a different way, e.g.:

- Ladies and gentlemen, please calm down.
- Remember to send the letters.
- Hold that.
- Look after that.
- Stop doing that.

In this case, the mind receives precise instructions, the intentions of the person uttering such a sentence are completely coherent with the way the brain understands it, which means that the planned communication goal will most likely be achieved.

Let me now direct your attention to the danger of a certain misunderstanding related to the word “no”. At my seminars, after their participants already become acquainted with this fragment of knowledge regarding the

language of persuasion I just presented to you, I often hear them say between classes: *In that case, from now on I'll avoid using the word "no" when talking to people.* This is wrong because the fact that your subconscious mind does not understand the word "no" does not mean it cannot be used. On the contrary; you may consciously use linguistic structures like: *don't think about..., don't recall...,* in order to evoke certain images, sounds, emotional states and bodily sensations in your listener or listeners. You can and you should use the word "no" if you do it intentionally and you know how it works.

At this point, what comes to my mind are seminars for insurance agents, during which I teach the participants to use the language of persuasion so that they can effectively explain to people how important certain types of insurance are for their future, as well as how beneficial their cooperation in distributing those insurance policies may be to them. Very often, during such meetings we plan group presentations, i.e. we learn how to talk to potential clients during big information meetings. Usually, these meetings are attended by people who already know that someone will try to sell them something and maybe convince them to undertake cooperation by promising the possibility of earning big money easily.

Thus, everything they hear is treated with reserve, and if the person leading the presentation says:

Ladies and gentlemen, since you are here you probably want to learn the secret of how to be rich, happy and how to live the rest of your life in a truly wonderful way.

Which of you would want to live by the sea? Which of you would want to earn a million zloty every month? Cooperating with us and purchasing insurance will guarantee you all this,

it will only somehow confirm their fears, the conscious mind will oppose what it hears and they will neither purchase the insurance, nor undertake cooperation.

As a result, I taught the insurance agents from the aforementioned seminar one thing. If, at the beginning of the meeting, they start telling people outright that they can earn a lot of money, buy good cars and at the same time assure financial security for the rest of their lives, those people will refuse to accept such information, and their conscious minds will be opposed to this. If, on the other hand, they say:

Ladies and gentlemen. I know you have very different expectations but I would like to clarify something at the very beginning. We won't be discussing huge amounts of money which you can earn, I won't say anything at all about the luxurious cars some of you have always dreamed of or about big houses, we will not be talking about hundreds of thousands of zloty or about secure old age. This is a serious meeting and, thus, I would like us to discuss our company and at first our product structure.

Think about what the listener's mind was doing during this time?

The subconscious mind recalled suitable images, which caused it to receive the following signal: *Oh, I'm in the right place*, because people who come to such meetings want to be rich, happy and want to assure a safe future for themselves. At the conscious level, we can imagine an internal commentary made by someone participating in such a meeting.

OK, nobody's trying to pull the wool over my eyes with big money and various luxuries, so it's worth taking an interest in this.

The word “**no**” may also be widely used in contacts with the so-called people of polar reactions. These are people who react with the words: *No way!*, as soon as they hear something said, but before they've had time to consciously think about what they heard. This is because their subconscious minds are already going in the opposite direction. I'm certain you've met such a person at least once in your life.

When I was in high school, there was a girl in my class called Emma. She was exactly this type of person with a polar reaction to everything she heard others say. Almost all the boys tried to ask her out at least once; however, before they managed to articulate what they had to say, they received an answer—always a firm NO.

Will you go out with me on Saturday?

No.

Would like to like to go to the movies with me?

No.

Can I invite you for some ice cream?

No.

Such a situation lasted for several months. We tirelessly made further, always fruitless attempts to go out with Emma until one day, in an act of deep desperation, one of us said to her: *You probably wouldn't like to go to the movies with me today.* How big was his surprise when he heard her reply:

Watch out, or you'll be surprised. Your treat?

This way, he accidentally discovered the key to Emma's mind. All we had to do was say something opposite to what we wanted to achieve and Emma agreed to it gladly, as quickly and without consideration as before when refusing:

You probably wouldn't like to dance?

Why not!

I guess you wouldn't want to go to the movies with me on Saturday?

If it's your treat...

This method of dealing with people with a polar reaction can be used in different contexts, e.g. an insurance agent, when finalizing a contract with a person reacting in such a way, could say:

You're probably not ready to sign the agreement yet?

Sure I am, why should we waste any time, let's sign it right now.

If a child reacts polarly to what is being said to it, you may use a simple, yet effective method, by saying: *You're right, don't eat the porridge.*

Have you noticed that by consciously using this one, very short, two-letter word “**no**” you may control what is happening in the mind of another person with the help of mechanisms whose existence in the majority of cases is unknown to that person? Also, I don't know if you are fully aware of the fact that you can use the patterns with “**no**” which you've just learned about in many everyday situations. Don't think about who you'll be trying this technique out on today!

Another magical word that you will learn in a moment is “**try**”. This is the favorite word of a wide group of people who think that it encourages taking action and firmly supports such action. However, apart from the fact that the subconscious mind doesn't understand the word “**no**”, it also possesses several other characteristics that differentiate it from the conscious mind. One of them is the fact that it carries out the instructions it receives very accurately and with precision—like a computer.

Let's perform another small experiment.

Say the words *I'm opening the door* in your mind. What did you see? Did that image include a door that was first closed and then open?

And now say *I'm trying to open the door* to yourself. How did the image change? Most people see closed doors.

If you issue the order *Do it* to somebody, there's a big chance that it will be carried out. If, however, you say: *Try to do it*, the subconscious mind will diligently perform this command, i.e. an attempt to do something will be made, which is not synonymous with the fact that it will be done. The conclusion that may be drawn from this is that the word “**try**” in truth programs a failure. Without being aware of this fact, by improperly using the word in their utterances, also in this case people may sabotage what they are attempting to achieve, by saying, e.g.:

- Try to do your homework before 10 pm.
- Try to buy a loaf of bread when you're out.
- Try to get a date with Emma. Maybe you'll succeed.
- Try to come to the meeting.
- Try not to be late.
- Try to pay for this by the end of the week.

Much better results can be achieved by conveying the same message in a different way, at the same time issuing a precise command to your listener's mind, e.g.:

- Do your homework before 10 pm.
- Buy a loaf of bread when you're out.
- Set up a date with Emma.
- Come to the meeting.
- Be on time.
- Pay by the end of the week.

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Those who know the secrets of the subconscious language are capable of convincing others of almost anything, sell any product and effectively negotiate the terms of any contract. The common statement that the ability to effectively convince others is a gift with which one has to be born is not true. Effective communication and persuasion is a science and art which may be mastered by anyone. The techniques described in this book may give you enormous power over the minds, feelings and behavior of other people.

By reading it, you will learn how important the choice of words and formulating sentences is. You will see for yourself that there exists a second, unknown language, used by your subconsciousness and by those who influence it. You will learn not only to effectively do the same but you will also start noticing the manipulations of others.



Andrzej Batko –psychologist, NLP and business trainer with many years of professional experience in Canada and USA. He is known in the narrow specialist circles as an expert who teaches the newest techniques of influencing people. He is the co-author of a “secret” book for politicians on the subject of the language of persuasion. His services are used by those who have already realized how important the ability to unnoticeably influence the thoughts, emotions and behaviors of others in business is. He is one of the few psychologists who combine and use the newest scientific discoveries in psychology to generate profits in business.

Andrzej Batko is not only the finest NLP trainer in Poland, he is one of the finest in the world. His knowledge of human behavior, what works and what **doesn't**, and **most importantly, his ability to transfer this information** to the student is rarely seen.

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