

THE SECRET CODES

The Ultimate Formula of Mind Control , NLP , Body
language, Covert Hypnosis and Persuasion secrets
For Business USE

Alaa Alsadi

In The Name of Allah, The Most Gracious, The Most
Merciful

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To put this in plain English, you are responsible for your own behavior, and I expect you to act responsibly!

THE SECRET CODES

BY

Alaa Al-Sadi

Dedicated To my
Parents who have
Set the ideal example
To Me

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INTRODUCTION

THE STORY

It all started in March 2009 when I was working in sales at one of the security systems companies. Frankly speaking, during that year, I have not achieved any significant target not even concluded any large-scale deal in sales. A whole year just passed without accomplishing any remarkable achievement, I was merely giving presentations, holding meetings and much more talking but nothing solid in sales.

I still remember that day when I was talking to a customer specifically explaining to him how the security camera system will provide him with a complete system of control and monitoring for his corporate offices around the clock. I could see the end result of that meeting in his eyes; it was so obvious from his way of sitting and absolute silence as if he was about to say, **“Please stop, and get out now”**, I know I was going to hear it at the end!

“ This was great! You have a lot of distinguished features into the system, I’ll pass this offer to my work team, and we will contact you when we decide ”. This was a *polite* way of saying **“ Stop now ... leave the room, we do not need to hear this nonsense! ”**

I sat in my car for more than an hour in complete silence; the time has stopped for me. I was disoriented, confused as if I was lost, Where am I? What is going on? Why is this happening to me? I was very exhausted of hundreds of meetings, presentations and endless talking, none of which got me any closer to achieve one meaningful result. That meeting was *the signal, the mark, and the flag* that was fluttering high in my mind, **“ Alaa! You must stop! You are not so good at sales, you will never be a salesman, and you have to stop now and immediately. You are turning and spinning in a whirl, you have been unable to end even one deal. The problem is not in the market! Not customers! Not the product! You are the cause! Forget it! You will not succeed! ”**

I began to become more and more convinced ! That inner voice finally admits of my inability in sales, but another voice was always bringing me

back to *that circle* that I am good at talking, I can speak for hours about a product, but why I was not able to conclude a deal?

I decided to listen to logic, to withdraw, and apologize to the management for this infertile year. I will be looking for another job in a field other than sales. I went back home, switched off my phone and sat down to watch TV.

A Drowning Man Snatches To a Twig!

I sat for hours without moving, overwhelmed by a sense of loss, depression, failure, or whatever! I was moving between channels until I stopped at a documentary talking about the *Subconscious mind*, I stopped there. I have been long attracted to this subject that I did not know much about. The guest psychologist was talking about the laws that control the subconscious. His idea was that,

“ The subconscious can see things we cannot observe with our own eyes, they go immediately to the subconscious, where they are stored ”

at the end of the program, he proved his idea via a strange test: **“ If you feel thirsty now, what would you choose to drink, a glass of water or a glass of milk? ”** In my mind, I said (milk) though I am not a fan of milk, but the psychologist surprised me by saying that 80% of those who watched this program have chosen the same option (milk), is it a coincidence? Of course, not? The psychologist re-displayed some of the scenes in the episode where you there is a picture of a glass of milk in the background that was never clear in several scenes. In other scenes, you will see some unimportant people passing by, holding glasses of milk in their hands, without attracting your attention.

“ I have injected your brain with milk ”

This is precisely what the Psychologist has said! Oh my God!!! What is this?

Ideas start crossing my mind, Can I do it? What is the subconscious mind? Does it have a supernatural ability to control our bodies, qualities, and attributes? I began to feel the flow of *adrenaline* in my veins. Should I have seen that program in another day, I would not be in this depressed situation, but it was my fate and destiny, Allah wanted this idea to lead me that way, I jumped immediately to the computer to start searching!

The Subconscious mind, I found a lot of information about the laws, abilities, and attributes of the subconscious mind that took me long time to finish reading.

The image that has changed my life

I kept on reading until it was 4 o'clock in the morning, when I was attracted by a figure containing a mathematical formula that has turned my life upside down; it was as follows:

Human communication Languages = 65% occur in the subconscious mind, and 35% take place in the conscious mind

Oh my God! Looked dazzled and astounded as if I have found the lost treasure: Finally, It is the truth! It is the solution! **65%**, most of our conversations take place in **the subconscious mind**; in fact, what we say does not weigh a lot! But what is this language?

The language of the Subconscious

From this point, my journey started in exploring this hidden language of the subconscious that we do not usually utter. This language contains thousands of pieces of information and techniques discovered by psychologists over decades. This **mysterious secret language** unknown

to us represents **65%** of our communication with others! I was surprised exactly as you are now. For example, the way you walk says a thousand words about you to others; your smile; what you wear ... *etc.*

I became *obsessed* in the very sense of the word in searching to know more about this language; about the best way to understand and master it, about its characteristics, attributes, and secrets. Looking for a new piece of information in the books, the Internet, videos, and pictures became my chief concern ending in finding hundreds of hidden techniques and strategies that were used day after day by the *masters of persuasion* in the world.

I found how major marketing companies spend billions annually on advertisement using the language of the subconscious to convince us to buy their products. These billions were not spent in vain because we still keep buying their products; drink what they want us to drink; i.e to live a lifestyle they made for us and we do not know what is happening to us.

“ If any conversation with someone else occur mostly in the unconscious or subconscious mind, definitely I have to talk to the subconscious, and to know how it works ”

I could not stop collecting information on a daily basis. I loved this secret science unknown to many of us. I even loved my notebook writing down every piece of information I learned.

Experiment # 1

After almost six (6) months of daily gathering information and writing down in the notebook, I decided to put some of the techniques on experiment. Unfortunately, I used this dangerous science in a negative way that I still regret doing that, and I hope you will not do the same!

It all happened one day, I went to a café with a friend of mine, started talking, laughing... etc. A beautiful young lady was sitting on the opposite side, she was so charming that I could not refrain myself from looking at her. In fact, she was the kind of a beautiful and attractive women, who makes men like me get dazzled and astonished by just looking at her. But I do not know what pushed me and gave me that strange confidence, so I decided to approach her to test what I've learned!

I stood up and began to approach her table, but calmly as if I own the place and all I could think of now is (**ALPHA STATE**) strategy, I wanted to put it into place! That glamorous lady didn't give me any attention or even look at me. I kept walking towards her table calmly without averting my eyes from her, which makes her look at me continuously. At that moment, I did not hear anything around me, or see anyone else, and the place was shrinking, and everything around me became black. I could not see other but her, kept moving until I got to the table and looked at her in the eyes as if she was the only woman sitting there. She was still amazed and wanted to know who I am and what I want, I said quietly:

(I could not stop looking at you, it is true that you wear formal clothes in a cafe and this a bit weird, but you have something special I want to know what is it?)

"Confusion Code + Negative Start"

The poor lady was still surprised and amazed that she didn't know what I wanted and why I said that. **(I have learned through my life to appreciate beauty in some way, and that our lives as human beings totally change in less than a moment. It is very strange that most of these changes come when a new person you admire enters your life! Has this ever happened to you before?)** She was helpless, looking at me surprisingly as if I have fully bewitched and *mesmerized* her!

She said with an attractive and spontaneous smile, **"Certainly, I have long believed in this although it did not happen to me personally! I believe that my life is going to change instantly once a strange**

person enters it ”

I got closer and closer and extended my hand to shake her hands, **(I'm Alaa Asaadi, I'm going now to Dubai to have dinner with my friend in a wonderful restaurant near the beach and decided to invite you and your friends to enjoy a different and sort of crazy trip to get out of the deadly routine during working days)**. She did not say a word! Still amazed, but one of her friends said to me: **(I have not ever seen any person as rude as you are! What makes you imagine that we will go with you on a trip outside the city though we do not even know who you are?)**

I smiled and told her, **(I said, I am Alaa' Assadi)**. That beautiful lady smiled, and then I continued my sentence saying, **(And that's exactly why we need to go on that trip to get to know each other as there is no better way than a trip to get acquainted with good people)**.

I looked back at that charming lady and approached her while her friends were all in a state of admiration, smiling and wondering of what they call (my impudence and rudeness)! **(Would you like me to give you a ride home to change your dress or would you prefer to go with us in your formal dress?)**

My heart became chanting and warbling around the place, and I was hiding the largest amount of tension that ever happened to me in my life beyond this external self-confidence and mysterious smile until she told me: **(You're the strangest person I've ever seen in my life, and I am wearing these clothes because I have just finished my work)**. I smiled and said to her friend, **(Can you see that she needs fun and joy, she is exhausted, we all need a change, so it is great, I'll finish my coffee, pay the bill, then start out our trip)**! Then, I went back calmly to my table without looking back.

Although I regret that my first experience was to persuade *that lady* to go out with me, but I think that trip was the best day of my life, even her life, the lives of her friends and also my friend. I could not believe myself, neither this science, nor the superhuman strength and the capability of that information that I have collected and compiled. I used what I have learned every day in every conversation at each meeting and then I

recorded what happened, what I have to do, and what mistakes I have made in order to avoid in the future until my notebook became like a juggler's or charlatan's book; full of amendments and notes!!!

Four years have passed now!

I remembered all of this while I was standing in front of the mirror at home getting ready for a party set up by my company in recognition and celebration of my new position as a Business development Manager in the Middle East and Africa. I always thank my God bestowing unto me *that idea that has changed my life* completely. Since then, I've decided to collect and compile that information and put it in a comprehensive guide that contains hundreds of strategies and techniques that I have collected, tested, and developed to master the art of persuasion and control human minds!! I decided to make this guide as a practical guide explaining gradually (step by step) all the secret codes you will use, how to master and implement them. You will find hundreds of hidden techniques that we never heard about, the secret language of the subconscious and how to speak it as well as strategies ready for immediate use to get that (*big YES*) that you always have long dreamt of to get.

Yes, I want to buy from you!

Yes, I want to drink coffee with you!

Yes, I want to grant you a leave at the weekend!

Yes, I want to take you on a trip to Paris, ...etc!

This guide is divided into two sections:

We'll start with basic information that you need to know, understand and memorize about the definition of the subconscious and conscious mind and the difference between them, the human communication languages as well as some basic characteristics that you have to possess to become an expert in persuasion and one of the masters of human control in the world such as (ALPHA STATE, instant confidence and body

language) and then get to know the secret codes one after the other till the end of the guide!

But Why Are These Codes Secret?

For two reasons:

First:

Psychologists, marketing and persuasion experts were the ones who invented and developed this science were, who deemed it necessary to keep this science secret to insure its effectiveness, exactly as if you were doing a magic with play cards and you don't want to tell your friends how you do it so as to keep them interested. This is exactly what are you going to do as you will not tell the client (By the way you bought this phone because I've used the "Instant rapport Code") while talking to you!!!

Second:

That these codes and strategies have an effective, uncanny power and potential irresistible by the other party. Therefore, you have to be very careful not to hurt anyone when using these codes since you have the key to peoples' minds and know how to control them. That is why we have to consider ethics of life, pay respect to others and to commit ourselves to insure that what we need will be in the interest of others as well as our interests.

Of course, I will not be able to refrain or monitor you, but I can warn you not to use this knowledge or ability in harming others, and remember That Allah is over watching you!

And Allah is the Witness between you and I!

THE ULTIMATE FORMULA

THE SECRET CODES

The Goal: Win/Win for both parties **PHASE #1 : Building Phase** Unveil the Hidden

Laws of Persuasion Art

ALPHA State

Instant Confidence Engineering **PHASE #2 : Preparation Phase** The Charisma Code

Outcome Based Thinking Code The Secret Handshake Code The Internal Space Code

PHASE #3 : Secret Intelligence Phase The Secret Question Code

The Values Code

Communication Style Code

The Decision Maker Code

PHASE #4 : Presentation Phase Instant Raport Code

The Wrong Message Code

The Speaker Code

Secret Words Code

The Covert Hypnosis Code

The Anchor Code

Hidden Messages Code

PHASE #5 : Closure Phase Internal Resistance Code

Closing Code

**Goal achievement : WIN\WIN for
both parties**

PHASE#1

BUILDING PHASE

Unveil the Hidden

Laws of Persuasion Art

ALPHA State

Instant Confidence Engineering

“

A lot of people have ideas, but there are few who decide to do something about them now.

”

Not tomorrow. Not next week. But today. The true entrepreneur is a doer, not a dreamer.

- [Nolan Bushnell](#)

CHAPTER ONE

Unveil the Hidden

The Secrets of Human Mind

You buy a new 3D TV set, take it home, and start using it. You find that the remote control is completely different from the old one. You try to use it and understand the function of every button in it. You need enough time to know all the features and services that the new device can provide you with, isn't it? Instead of trying to know what this strange device can do, wouldn't be better for you to read *the user's guide* for a short period, thus getting familiar with all its features and save your precious time?

In the first case, it is like walking in the darkness, stumbling or tripping every now and then, you may or may reach your destination; Doing that, is merely placing yourself at risk of not arriving safely there, whereas in the second case, you are walking in complete light as you know what you want, where to go and how to move forward!

The question now is:

What if we have a user's guide to understand the Human Mind?

What if get to know each and every button in this great system? Isn't it easy then to control it? If we know how it thinks, and how it make decisions, isn't it easy then to convince it? Nevertheless, before going any further in studying *the secret codes* and hundreds of strategies, there is a need to know the main components of the system that we need to control! We need to fully comprehend and understand every piece of information stated here, otherwise, it would be impossible to understand others' minds! I would like you to spend at least one week reading this chapter over and over; (*Injection Theory*). You will soon get to know this theory but meanwhile let us establish the basics and definitions about the human mind.

The Conscious/ Subconscious

The human mind is composed of two parts: the consciousness and unconsciousness, the conscious and subconscious mind, what is the difference?

Let us see! You drive your car going to work almost every morning and return home using the same road or street every evening, but today, you have an important meeting and you are still thinking about your presentation in this meeting. “ Yes, I'll start with this subject and then I will focus more on details” ; and suddenly you find yourself arriving at your office without the slightest awareness of the road or the number of traffic lights that you stopped at; How did this happen??

It is the *subconscious mind*! The conscious mind is thinking and the subconscious mind is performing all functions of driving. This is exactly what happens in reality!

You are reading a book, flipping the pages and after a while you discover that you forgot what you have already read; you go back to read the page again, your mind is thinking of a subject whereas the subconscious mind is trying to read!

You are sitting down with your wife as she is talking about thousands of stories, but you did not hear one of her words although you are nodding your head with a smile when she says something funny. Your mind is thinking of the result of the match that you saw yesterday and your subconscious mind is trying to listen to your wife!

You are watching a movie, and during one of the scenes, you start shedding tears. You are watching a sports match and suddenly you start screaming of joy at scoring; you are sitting down with someone you love, but you feel as if the place has become empty around you though the restaurant is crowded and voices are high; you feel as if the world disappears around you! As if you became the moment, the movie or the game! However, in fact you are actually inside the movie, you become the game, as if you are the footballer scoring goals and running across the playground!

“ Therefore, the subconscious mind has previous instructions to do a particular thing over and over without referring back to the upper level (consciousness); It is like a machine that knows what to do when it starts up! ”

Each and every one of us has what we might call a computer within us that does exactly what it has been programmed by without the ability to control! Just as in the example of driving a car; when you sit inside the car and start the engine, the inner machine (*subconscious*) knows what to do, so it will take you to where the conscious mind has decided to go, but wait a minute!

Is the consciousness completely losing control or supervision during this process?

If it is like so, the human being will become just another object like animals or plants whose instincts control their actions but as a human being, your mind or consciousness still exists and it is in control, watching, analyzing information, and acting accordingly; but there are limits to this! **Yes, this consciousness is limited!**

The conscious mind can only focus on one thing at a time and no more than that; you will not be able to hear all conversations around you in a restaurant and focus on what is being said. Yes, you can hear all voices and noises around you, but you will not hear, understand, and analyze but only one piece of information at a time!

Example?

Think of this phone number:

05-909-72

Put it into your mind now

05 909 72

Repeat it in your head over and over again ...

05-909-72

Have you ever noticed that when you started to think about the number and trying to store it, you stopped reading, these are the limits of the conscious!

“ You cannot focus on more than one piece of information consisting of 7 digits as a telephone number for example at one time! ”

If you are trying to focus on this number and your wife next to you is reading loudly another number, it will be very difficult for you to concentrate on your number. If the conscious mind has to analyze and implement all pieces of information, it will be greatly busy to the extent that it will be unable to do one thing!

“ The consciousness focuses on things that it wants to focus on! The Subconscious executes prior existing instructions to do one particular thing! ”

However, is the truth that simple? Yes and why not, do right things need to be complex?

Of course, we need to analyze the idea more and more; who is responsible for determining what we want to focus on? In addition, for the subconscious, we need to find out what are these instructions and guidelines that are stored there, where do they come from, and who gives the order to start execution?



For the Consciousness

The engine or the drive regarding the important thing that we need to focus on is different based on our age! An infant has a level of alertness different from a teenager or an individual in the age of fifty, for example!
True!

You have seen the picture above; it is for a group of friends, look at it again! Did you notice anything strange? Yes, or No? Look one more time and try to concentrate, have you found anything worth mentioning? Have you noticed that there is **no seat or bench**? They are sitting in the air! Have you noticed this now? Yes, you see the picture very well now but why didn't you notice this before?

I have put the picture without *alerting* your consciousness to look for the strange or different thing, so you saw the picture without concentrating on it, and kept on reading. Thus, the consciousness cares about things when it is alerted to! Some people may call this technique **Suggestion Technique!** When I suggested that there is something strange in the

picture, only then your conscious mind began to look for it. Therefore, we can determine the things that our consciousness need to concentrate on at a particular moment through **suggestion!** Of course, this is not all!

There are five senses that convey various pieces of information to us, and since we need to analyze them, our conscious mind will only focus on a particular event whereas it condones the rest of the events! For example, the person sitting in a restaurant will only focus on the conversation between him/her and the person sitting at the same table! This is what **we call consciousness!**

But what about the subconscious?

Scientists say that the subconscious can receive thousands or even millions pieces of information together in a single moment! Surprising, isn't it? Usually, I think of the subconscious as a personal storage (flash memory), where you can store whatever you want of different information together based on its free space or capacity, which is unlimited. The difference is that **the subconscious** will use this information later as it has a splendid ability to see the whole picture;

however, it works under your consciousness radar. To clarify this point, let us take another example, look at the picture below:



Of course, you have prepared your mind from the beginning that you are going to see a picture containing a strange thing so you run the maximum power of your mental engine to be vigilant. I think the idea becomes clear now! The eye will take this image and sends it to the brain, to both the conscious and subconscious, I mean the whole picture will be sent to the subconscious where it will be stored in a special storage unit, meanwhile the conscious mind will start analyzing it based on the given instructions or suggestions that it had!

In the picture - a handshake – In the conscious mind, it is a picture of a handshake! But the subconscious will send a signal to the conscious mind that this picture indicates something else like; cooperation, partnership and brotherhood of mankind,... *etc.* The analysis will be different for each person according to what has been stored in the subconscious, but more importantly that the whole picture will be stored in the subconscious even if the consciousness saw only part of it. The conscious has a limited ability to act upon all these pieces of information, so it is going to classify and prioritize them as being important and less important.

In the world of movies, for example, it is well known that the human eye can see 24 pictures per second to make it a motion video; if you place 24 sheets of paper each containing cartoons drawings sequentially and you start moving these papers consecutively in one second, the eye will see them as a motion video, this is true but there is something need to be noted!

Let's take an example:

Bring 25 identical sheets of the paper, and at the bottom right side, write the numbers from 1 to 24 sequentially, but in the middle write the number 100

So the first page will be # 1 Next 2 and then 3 4 5 ----- 100 ----- 18 19 20
--- 24

Then move them quickly one after the other

What your conscious mind will see is this:

1 2 3 4 5 6 7 8 9 ----- 22 23 24

Where did page No. 100, go?

The conscious mind did not see that page because of the speed at which the viewing occurred; faster than the ability of the conscious mind to analyze. The second reason that consciousness predicted logically that the pages will start from 1 then 2 ----- logically the numbers in the middle will be 6 7 . etc consecutively . Because the conscious mind has a limited speed to see things, and because it has the ability to anticipate the following and **fill in the blanks in advance** though your eyes received the picture; but your consciousness did not pay attention to it and the subconscious mind strode it for you!

Now go back to the previous sentences:.

Look for the word **received** and see if it has been written correctly? (No) also the word was **stored**? You did not notice that because your conscious mind has filled in the blanks or spaces and knew that this word is correct and understood it perfectly! If you go back again to the picture, the hand shaking, can you tell me the **number of fingers** in the picture?

Do not leave this page until you fully understand it. These pieces of information are vital to enable us to control a lot of people, if we know how to use them!

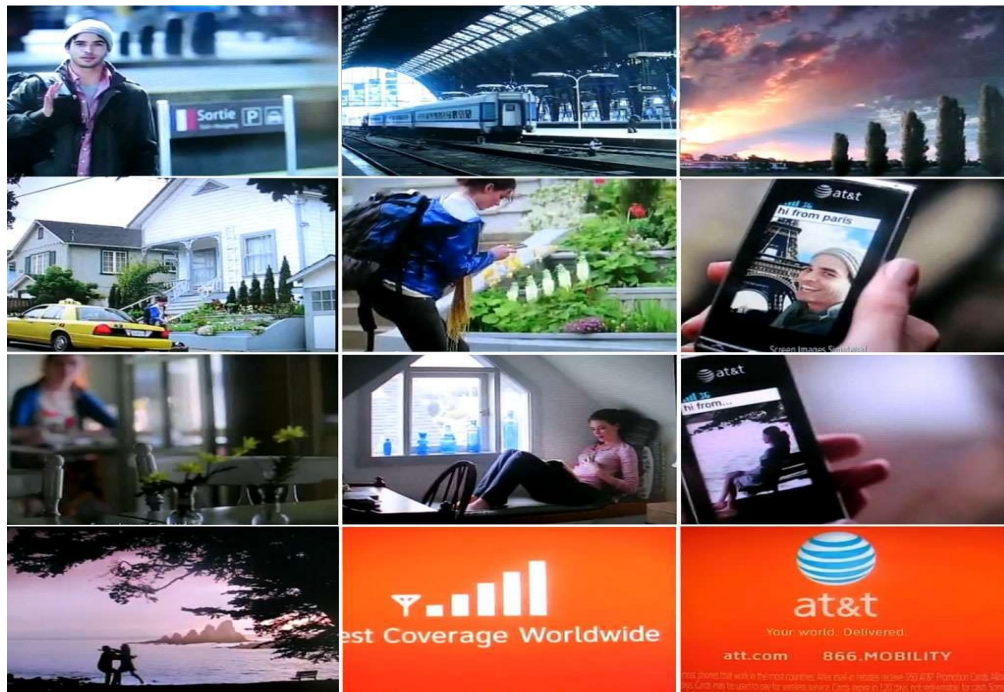
One of the famous soft drink companies knew this feature of the human mind for decades ago! During World War II, the cinema halls in America and Europe, used to display war news and messages or letters of the soldiers and combat units in the battlefield, and during the screening of the film, a phrase was displayed for a fraction of a second like **(Are you thirsty? Drink” the product company name”)**!

You cannot see this phrase during the film , it is impossible that your conscious mind has seen it, but as we have previously said that your eyes saw this phrase, sent it to your subconscious! Yes, it is true! It is your subconscious! Therefore, it is a hidden message to your subconscious mind. Yes, it is precisely so! This is incredible and in fact many people did not believe it until they started seeing international

leading companies do this repeatedly in most advertisements, the issue starts to take more credibility!

Is it possible that all of these ads are just a coincidence? Moreover, if so, why do those words (hidden messages) already exist? Hidden messages are talking directly to the subconscious! Let us take a great example to illustrate the issue because we will go in details in a separate chapter later to deal with hidden messages and see how Hollywood and advertising companies could change a lot of human morality and ethics over the past decades by using hidden messages!

Look at this ad for the famous American Telecommunications Company at&t



I ask you to focus on the pictures repeatedly, what would you notice? For information purposes only, I have put images together, but they are actually TV ads that contain these images, so what is the common thing in all these images or footage!

Hint?? Look at the last two pictures:

Best Converge World Wide!

Therefore, the purpose of the ad is to **indicate that the network coverage in this company is one of the most powerful networks.**

Now go back to the pictures and notice that they all contain signs of the code signals of the strong cellular network. Did you notice that?

Therefore, the company through this very smart and distinguished ad managed to talk to the conscious and subconscious mind through a short video to convey a message that its network is one of the best networks anywhere in the world. Is it a coincidence? Maybe!

In fact, I wanted to talk about these hidden messages through ads before we finish defining and analyzing the subconscious so as the picture will be very clear to you about this unlimited storing device that you have inside yourself.

From the previous examples, we realized that the subconscious mind is a *place for storage*, which is quite different from memory. In fact, it works under the radar level of our consciousness! The subconscious has control over human behavior and contains all the memories, images, sights and sounds that have passed in your life, unnoticed by our consciousness and even if you do not remember them any more! Some people have even gone so far as to say that some of the dreams may influence our subconscious, as a source of information, Is this true? In fact, I do not know! However, I know that we are facing many dreams that recur in our lives following the same sequence and I do believe that there is a lot of information in the subconscious that come out through dreams at night!

So, you go to learn driving, your consciousness level of concentration will be at its peak when driving for the first time, so the images on your right and left are confused, aren't they? Some people cannot even speak or talk about any subject that requires concentration or more thinking during the first period of driving experience. Day after day, concentration starts

gradually to become less and less to the point where you feel that you are more comfortable driving and more precise in control of the car, in particular your reaction to an emergency such as a sudden stoppage. Therefore, the driving experience or learning is loaded in the subconscious over and over until it becomes something you can do with only little consciousness!

This is precisely one of the most dangerous pieces of information in the world and humanity history. You can **INJECT** the subconscious mind with whatever you want and you can delete whatever you want whenever you want, not only for your mind, but also to others around you! Have you ever thought that you want to become a merry person more than ever before? Do you think, for example, that you cannot talk in front of a group of people.. etc?

Now imagine that you can change anything you do not like in your personality by injecting your subconscious mind with whatever you want, just as you injected it with the ability to drive a car! I think you are sitting and thinking now of your negatives, and you feel now some hope that you become **stronger and closer** to realizing a dream! Yes, you can enjoy a self-confidence that you will feel in a strange way, in fact day after day by reading this guide! You may not feel it now, but you will feel, so stay here! Nevertheless, is this the only source of information that exists in the subconscious that defines who we are? Of course, not!

Question!!

You are in the kitchen, you find something on the ground, and you think for a moment that it is a snake, some people will flee or run away, and some will try to fight this snake! Let us imagine you have grabbed a stick and beat the snake to kill it, however you find out it is not a snake but it is just a piece of rope lying on the floor! You will laugh at this sarcastic situation and say to yourself: (What was I thinking of?) In fact, you were not thinking at all, what you did was merely a **REACTION**, but what made you reacted this way? How do we behave or react in certain situations? Do you know? Definitely, your answer is going to be "Yes".

Wrong! Most people get surprised of themselves in certain situations, a

lot of strong men who brag about their strength, always escape in a moment of danger instead of confrontation; whereas a lot of women who are afraid of darkness, usually face danger rather than escape, though if you asked her in the normal case, for example, if she is attacked by a lion in the jungle what would you do? she is certainly going to say without thinking run away at full speed, however, in reality women usually will confront this danger when happened, so what determines these qualities?

We mentioned in the past that there are several sources to form a personal inventory of our subconscious, but there are other drives carried by all humans, called **HUMAN INSTINCTS!** These instincts or *Drives* are the basis for structuring subconscious, and formation of our personalities once we were born! In order to control any human mind or even try to do so, you have to know what is the basic structure of his/her mind that makes his/her character.

Human instincts (Human Drives)

Human instincts or drives are divided into two types:

1. Basic
2. Secondary

Every human being on earth has these instincts; let us take a quick look at them

BASIC INSTINCTS

The Desire for Safety and Security

All creatures are looking for safety and security in a place where they feel reassured! We look for security and safety to survive and without it we remain in a situation that is considered by the subconscious as being abnormal and temporary (internal imbalance), such as people living in countries where security is loose or they have wars, you will find their subconscious mind in an unstable state completely affecting their

personal actions to the extent that it will be difficult for them to be productive or creative in their lives. They are just looking to satisfy their basic instincts. ***Therefore, the subconscious is always looking for security!***

How can you use this instinct in sales, for example? You sell cars! What is the risk to the client if he/ she does not buy a new car now from your showroom?

(By driving his/her old car, he/she will be endangering his/her life as well as the lives of his/her family and children since the likelihood to suddenly break down is becoming greater which can lead to a disastrous situation, the question now to the customer,

“ What is more important to you Sir/Madam: Money or Family? ” By saying that, you already put the client in the face of his instincts, namely the instinct of security and peace of mind, what do you think his/her subconscious is going to choose?

Desire for Food

All human beings need food and drink to survive, the subconscious has this internal drive to search for food to satisfy this desire! At the beginning of human life on earth, it was his main concern to look for food to feed his family. In fact, this desire has never changed! It is true that you are working hard throughout the day to achieve your dreams, but the basic instinct in this business is to bring food to your table and without working, simply no food on your table! Therefore, your subconscious wants always to satisfy this instinct and that is why it drives you to work hard to secure this need!

“ Did you know that the most successful deals throughout history have been agreed upon during lunch or dinner? ”

Try it yourself! Try to hold your most important meetings during lunch, and notice the result! Notice the change that occurs on the thinking of your customers if the meeting is taken place in a conference room or in a restaurant during dinner! Did you know that the top ten successful projects in the world are to provide food and drink services as a restaurant or café! You have a lot of examples of fast-food giant companies.

“ It is an instinct that we did not, do not, and will not stop looking for to satisfy in every persuasion process in selling or even in our conversations with others! ”

The Desire for Reproduction (Sex)

This is one of the most serious desires ever in human history. Hundreds or even thousands of giant companies will not stop using sex and refer to it in their ads and sales! Why? Because sex has become the main drive for most of our behaviors in life. How did it become like so? We will not talk about it now as we will address this issue in details in a separate chapter when we talk about the hidden messages in advertising and how the West and its media were able to turn generations of people into consumers who are looking for to satisfy this instinct by all means!

Genes in all of us want to multiply and reproduce; these genes, which form our personalities and specifically our subconscious, *do not think they just want to multiply*. Men have the desire to distribute their genes, and women have the desire to get a large number of children. Thus, we in the end all are looking by any means to satisfy the desire of these genes. This desire is no different from our desires for food or safety and stability!

How do we instill in the minds of consumers that our products will

provide them with the best way to satisfy this desire?

Let us imagine that you are working in the field of real estate, how are you going to satisfy this instinct of your customer?

(Finally, buying this house will enable you to find stability)! For women, *stability* means to get married and have children i.e to satisfy this desire.

Therefore, we have three basic instincts and drives that control our subconscious and constitute the primary source of our actions! Please! Do not move to the next subject until you can find examples of linking your products with these instincts! Let us now review the *Secondary Desires* that form our subconscious!

Secondary Desires

The Desire to Compete

In the subconscious, there is an absolute desire of competition; we are always looking for to exist within a group, and within the group we are looking for excellence. There are always those who are looking for excellence and competition, and those who are only looking to survive and to keep away from any competition. You could be a fan of competition at work, but with your family or friends, your are just looking to survive and keep away from it.

Think of your character! Do you classify yourself as a fan of competition or not? Remember some of the situations that you kept yourself away from competition, if you do not find such situations, you are at the other end! You now have a client who is a fan of competition, how would you like to talk to this person?

Focus on comparing him/her with others!

- *After all the fuss and toil, don't you deserve to get what you want!*
- *Are not you the best of them all!*
- *I know you always want the best! ... etc.*

How will you satisfy their desires in their search for competition to get your products or services? Write 3 points now! Think about them because you are going to use them tomorrow morning!

The Desire for Making a Family and Having Children

Many psychologists and experts consider this instinct belonging to the feeling of stability, others look at it as belonging to the desire of reproduction; the truth is this and that at the same time. Strangely, sex in ancient times was mainly for reproduction rather than for fun or enjoyment. However, the world has changed now that sex in itself has become more of a physical and psychological process that becomes a life goal for many people far away from the reproduction or having children.

Therefore, we have to differentiate between the desire to obtain or satisfy our sexual desire and our desire for stability, having children and making a family. Surprisingly, men and women fully share each other to pursue this desire though there is a false, but common belief that women are looking for having children and making a family more than men, but as I said a lot of men have this desire with the same driving force as they are in women.

Therefore, there are **two kinds of people**:

- Having children or making a family is a key drive for happiness!
- Having children or making a family is a secondary drive!

So, you have to know your customer and find out is this person of the type that having children and making a family is considered a basic drive to him / her?

The Desire to Communicate with Others

In one of the movies titled (Crash), one of the characters was saying that; **" for people to realize that they exist in this world, they always need to be touched by other people"**. The subconscious has the desire to exist within communities and cities, even if you do not speak or talk to anyone but you feel that you exist. However, some do not have this motivation or drive; there are many people who are looking for calmness, tranquility and going out to a place that provides him/her with loneliness.

Who are you? Who is your customer? Who is your spouse? Who is your friend? Although many studies have proved conclusively that people who have a lot of social relationships are healthier, consider themselves to be happier and recover from illness faster than others.

The Desire to Have Power

What is power? Power is to reach a certain niche where it enables us to influence others! Are you always looking for power? Do you want to become a manager of the office that you work in? Or do you think you're better off if you just carry out orders and live in peace! Neither this nor that is bad or good! But we are of two types:

Seekers for power and seekers for dependency!

The desire to have power and be at the top of the social ladder is what drives many people, especially men. You can see it clearly in the multi-millionaires who are sowing millions of dollars a year in order to get a job in the government-with even low salary!

“ So, it is not money that drives, rather It's the prestige, and power that they will acquire through this job! ”

These days, what is the strong power that affects millions of people every

day? Think for a moment! Yes it is true, **The media!** Isn't it true that the media nowadays is the main source of news about the world? It is where people can become famous and celebrity. We are going to believe the media in most cases regardless of any other reasons. Therefore, media is authority and we follow it when we agree to everything they say! Surprisingly, this instinct is not an absolute truth, in reality, I am not totally a follower to everything; you may be a follower at work but at home, you have the power and control; you may be the ruler of a certain area of influence and authority but you are a follower to your superior in the government! However, the desire exists! The Preacher wants everyone to listen to his message, the writer wants to convince readers of his ideas put forward, the policeman is looking to reinforce the law in his area! We want more and more as our subconscious is insatiable! It is greedy, we are greedy, we want more money, and we want beautiful wives, bigger houses, and better jobs. This desire is deadly and serious when people are obsessed by it. In the end, most of the wars that have led to the death of millions of people and destroyed civilizations and nations, is in the first place only a search operation carried out by a particular country or a person to gain more power or influence. Therefore, you will see that seekers for power and who possessed this instinct are greedy to some extent in everything. How to convince people looking for power in buying a product you are selling? How to satisfy his/her desire through your product?

The Desire to be in Love

Our lives as human beings revolve in an exhausting and painstaking search for love! Our subconscious is set up and programmed in such a way that makes us as individuals look as distinguished people in the heart of another person, to influence the life of one of them, to be loved by your wife, your father, your friend, your boss. There is a huge amount of stories about love since the beginning of humanity until the Day of Judgment! Can you satisfy this desire for a friend so that you convince him/her to refrain from smoking?

The Desire for Independency

Certainly, we are looking to be within a group, but we are looking for autonomy inside it; to have our own house, to close the door on ourselves in the office, looking for personal freedom always! Are you looking for independent thinking to do whatever you want to? Or you don't, for example, care much about living with your parents in the age of thirty? Who are you, and who is your customer, and how are you going to satisfy this desire when talking about your products?

The Desire for Curiosity

We can define the sales in two words: **ASK Questions**!! Yes, keep that in mind wherever you are! These two words are the magic code for success not only in making relations, but also in sales. **Ask Questions!** We do not know the answer that we are about to hear, we rather think about it; we imagine the answer through our knowledge of the person whom we anticipate that his/her answer will be so if we ask him/her, but we really do not know for sure! It is just **imagining or guessing!**

There are four things we have long been curious to know their answers:

- We want to know how things are made and why.
- We want to know the forms these things have taken.
- We want to know about the beginning and the cause of things and events.
- We want to know about the goals of the existence of these things.

We have the desire to know everything about anything! There are two types of people: **The curious** who consider themselves very smart, because they do not accept to take things as they are and **others living simple life** and learn through experience only, each type considers the other type as being boring, so the only way to avoid boredom is asking questions.

“ It is impossible to ask a question that is not

answered!! ”

Even if you do not verbally answer it, your consciousness will answer internally, won't it? Yes, your mind has answered the question and said yes! Fantastic! And we'll talk more about questions and how to use them in persuasion later.

The Desire for Social Acceptance

There are those looking for social acceptance and go with the flow; their lives are considered less complex. They are preferred for people who are looking for power. On the contrary, there are those who are always looking for excellence beyond what is common even if they lose the general acceptance of community. They do not listen to the opinion of the group and consider themselves distinct! Now, after you have directed some questions intelligently to your customer and found that he/she is one who goes with the flow, how would you like to talk to him/her about the services offered by your company?

The Desire for Altruism

There are some of us who prefer to favor his/her interests over others, some will call this person as being selfish, and there are those who favor the wishes and desires of others over his own! As humans, we in fact combine the two characters with a marginal disparity between us. Some are dominated by the preference of the interests of others over his interests and vice versa but we all share that we have a deep desire in the subconscious in favoring our interests or the interests of others!

The Desire to Abide by the Law

Yes, we as human beings are looking to be neat, tidy, and well organized; to follow the law to acquire that feeling of reassurance.

Therefore, you see people living in countries at wars or loose security, they live confused, and it is difficult for them to be creative or productive. Not only that, but we as human beings tend to look for organizing things and put them in a logical context. We are aware that if we saw a semi-circle or full circle, it does not matter as the subconscious will complete it as a picture of a circle, and so on. Of course, there are those who always showed a willingness to break the law, be chaotic and acts randomly in various affairs. So, how would you ask your well-organized husband to take you on a trip to Paris this summer? What is the key points that are you going to focus on?

The Desire for Saving

Are you one who lives the moment? Do you have several credit cards that you have not and will never be able to pay their monthly installments? Or are you one of those who thinks before buying anything that he/she does not need much now? The irony is that those ones who save money, are the ones who always see themselves as clever and well prepared for the future and see others wasteful and extravagant, and vice versa, those who squander their money just for having fun and enjoy the current moment of their lives consider others as being deprived of the pleasure of life, so who are you and who is your customer?

If we carefully look at the basic and secondary human instincts that we were born with and that control our personalities, we will find that we all share the basic instincts and drives but we differ from each other in the secondary drives. You will find somebody who is curious, another one who likes power, and so on, but in persuasion, we must know who is the person we are talking to, to know his/her way of thinking, how does his/her subconscious work to make a decision and say to you “Yes” I want to buy! Yes, I want to go with you on a trip! Yes, I love you... *etc.*

Do not worry about **the huge amount of information!** we are here to work gradually building up your subconscious to establish the basics in the world of change for the best, for the extraordinary ability to change,

and then the exceptional ability to change the others! You should read this chapter over and over again, talk to yourself about every piece of information you read ! Follow the way which is in fact one of the best ways to *INJECT* your subconscious with unlimited information to be instilled as if they are internal instincts!

Talk to yourself - there is a whole chapter on this later!

Imagine yourself as a lecturer, and there are hundreds of people in the hall and you want to talk to them about consciousness and subconscious, the human instincts and drives! Start your lecture with what you remember of information that you have learned here. Speak loudly and explain to them in your own words what you have learned here! Do this for one week only!

Certainly, during this week you have to promise me that you will be a wonderful lecturer. You will imagine the audience at their highest level of concentration, imagine their smiles, imagine someone nodding his head in agreement, and surprised at what you say: "*You're gorgeous!*" Imagine how strongly you stand on the stage with confidence, how you are moving quietly; how are you using your hands. I want you to live and feel this moment completely! Imagine someone asks you a question about something you have just said!

Now we know the structure of the subconscious and how information accumulates, but what regulates this information and how does the *subconscious work in reality?* There are laws governing the subconscious and before we finish we have to know everything about them until we can later establish the techniques and strategies based on the laws and the formation of the subconscious.

Subconscious LAWS

Frank Oatlew Said :

- Observe your thoughts because they will become actions
- Observe your actions because they will become habits

- Observe your habits because they will become your nature
- Observe your nature because it will determine your destiny

Law of Attraction

Birds of a feather flock together! I have frequently liked this saying, and it is certainly true. Most people got attracted to each other as they share same interests and lifestyles. It is through this law that governs our subconscious that makes us attracted to the same kind of energy that we carry! If you are a positive person always thinking positively, you will find that you are surrounded by people that are more positive. On the contrary, if you are a person looking for the negative and melancholy in life, you will find yourself among people with the same energy! Even more than that, if you are a positive person surrounded by negative, it is impossible for you to remain as you are, or for them to remain as they are in the same state of mind. Consequently, either you will turn out to be the most negative person, or you will influence them in such a way that they will get closer to being positive! This is called the law of attraction!

Now you have to ask yourself: Who are around you? Sit down and think a little bit about those people around you: Are they passive, disappointed, or frustrating, or are they ambitious who have big ambitions and bigger dreams? You will be determined by this law, if you will succeed or not in your life through the knowledge of those around you from your friends or even your family!

Make up your mind now , you will become one of the most positive people in the world, and this is not a dream but it is reality. It is through these pages and by the end of this guide, you will be turning into superheroes with unlimited ambitions and dreams and experts in the world of persuasion, but you have to help me and help yourself in the beginning and so stay away at this first stage from negative people so as to succeed and become a positive person who can later influence those around him! Therefore, leave any person that you feel he is one of those negative thinking people, avoid him and try not to get in touch with him very much! Do not be afraid, you will come back to him to change his life completely later! Now think about yourself, it is **either you all get**

drowned together or you stay away for a little while from their ship to know how to fix the defects so as to save all.

“ You are wonderful! We will build humanity and we will be remembered in history! This will not happen without training! ”

Law of Reflection

The kind word and sincere courtesy are the best gift to any human being, and it is impossible for an ordinary person to pay back for a kind act with an opposite one. Forget those who say that people in our world are becoming monsters who bite the hand that was kind to them! Why? Yes, it is true! I have thousands of experiences with many people whom I was so kind to them but they pay back otherwise. In fact the reward for good is only good, otherwise one will feel that there is something wrong, he/she will feel internally that he/she made a mistake and he has to do something in return.

Apostles (Messengers of Allah), preachers, and reformers have used this method and excelled in it over the centuries. They have been rejected, attacked, traumatized and some of them were killed, although they did not ask for any money or services, but they were looking to find happiness for others by believing their message to people. Their method succeeded, look at the world now millions of people follow divine religions for thousands of years. Isn't this a success for the messenger who was punished and harmed in the beginning, and was paid back for his kindness very badly by his people. Think for a moment!

We also often hear about the psychiatrist reformers who visited prisons where criminals and outlaws, how can they begin to speak to them? Based on this law, and If you are now in this position, how would deal with one of the criminals? It is through the *good deeds or being kind* to them, isn't it?

Internally and deeply into the human subconscious, this kindness is

appreciated and will be similarly paid back if not this time, on another occasion. When your friend gives you a present, do not you feel that it is imperative that you need to repay his gift by giving him/her a present of almost the same value, if not more! Therefore, you determine how to deal with people around you.

Law of Focus: What you focus on, you will get!

What you focus upon either by thinking or talking, will effect on how you see things and even on your own judgments. We find this clearly with some people who are in a state of misery or passiveness; they see things around them in a negative perspective. Sometimes you sit down with one of your friends who is in a state of unhappiness or sadness, you will find that most of his talking is about miserable or sad negative things and moreover you will find that he/she explains things in a negative way even if it occurred by chance. He/she thinks that his/her whole life is a misery!

“ What you focus on, you will get! ”

Let us consider misery for example as black sunglasses. If you wear these sunglasses, you will certainly see all things as black and on the contrary, happiness is like the medical glasses where things you see are clear. So it is your choice, what would you choose? What are you going to provide to your customer, your wife, your children, or your friends?

Law of Expectation

This law is greatly similar to the previous one “The law of **focus**”. It is through the law of expectation that our subconscious is working on programming thinking to anticipate things. You expect that you will fail in the next exam, you go for the exam with this negative expectation, and you really fail! You go back home fully convinced that you are a failure, that you do not like that subject , for example, mathematics, so this will become a solid belief (**5th Law**)!

It is through your unreal expectations in most cases, which rely heavily and seriously at the same time on your self-confidence, you are actually programming your conscious and subconscious on the result, therefore, your body and your tongue will act based on this expectation, so you'll find yourself in the exam looking for reasons to prove your expectations! Yes, this happens at the subconscious level, your consciousness will not be deeply thinking about the result because you actually expected that the questions will be tough! So how will you change your expectations or the expectations of your customers!

In the field of sales, we are facing a big problem as most customers expect that you are annoying, talkative person trying in magical ways to take their money by convincing them to buy something they do not actually need! Most people have this perception of a salesman or a sales representative! To go to a meeting and you have a client that expects you will be wasting his time, and you on the other hand expect that he/she is not the appropriate client and you will fail to persuade him/her! How are you going to change your expectations and the expectation of your customer's? Give yourself time to think about! You will change the expectations of others about you and your products!!

Law of Belief

You focus, you expect, and thing happens! This is repeated! you believe!

The event or what you expected turns into a belief! Lets say that "I am shy!" Whenever I speak to a group of people I feel very shy, and I cannot find the right words at the right time. I do not know why my body starts severe sweating and my face reddens to an extent I find it difficult to breathe! Yes, that is exactly what happened to you in the first time, and then after going back home, you do not have that difficulty talking to your spouse or to one of your friends. However, remember that your friends are not the only ones that listen to you; there is something inside you recording and storing things! Yes, it is true! It is your Subconscious .

Next day you go to talk to people, but you find yourself in the same situation and then the issue became a belief! I am shy; I cannot talk in

front of others freely and smoothly! Your subconscious believes it now, and your mind, which controls your body, acts through this belief! We find this problem in marital relations is very clear and obvious. It is in fact the most serious problems facing our world now seriously!

The wedding night or the first time that you are going to make love with your wife and, of course, the theory applies to men and women, you will find many people fail to complete this experience satisfactorily to both parties! We are not talking here about any medical special condition for either one of them; we are talking about natural persons in full health and wellness. But he goes with an internal expectation that something wrong is going to happen, and that he will fail in the completion of this experience as required, and she is afraid and expects that she is insufficient for him! It starts with a negative expectation for sure! Focus on the subject! Failure is inevitable! Hence the belief!

The problem goes back to what is required from this experience. When you begin this experience, what do you expect to get? What do you expect to give to the other side?

Unfortunately, most of the experiences we have on this subject is from **porn movies** that have established laws and unreal attributes for men and women during this relationship and this experience. Therefore, the man wants to be like those people in the movies; he wants to exercise this experiment for hours without a stop! Hence, women got affected too and they believe that her man should be so. In addition, she believes that she likes to be like those actresses so that she can exercise that experience for hours! During this experience, both parties get surprised when this did not happen to them; he was not able to achieve what he saw and neither was she!

Thus begins the dangerous and deadly journey which will eliminate the natural relationship someday and that because of doubt that will be generated by the two sides that a life partner would look for another partner to satisfy his instincts and vice versa! Thus, it will destroy the entire marital relationships!

You expect, you focus, you believe!

Now stop watching those movies! Those movies do not reflect reality; and sexual relationship is never like that! Sure, of course you have to

learn more to satisfy the desires of your wife or your husband! In order to provide your spouse with real gratification or satisfaction of her sexual desires, you have to learn how to develop your sexual abilities but not through those movies ever! These films are not a reliable source of information in this aspect at all! So I will take this opportunity to give a piece of advice to everyone to stop watching these movies and try to apply the methods used on real life!

Stop watching these movies, not only for religious reason, despite its importance, but because their danger to the cognitive system we have about sexual relations! And we'll talk later in a separate chapter about some of the methods that enhance our real sexual abilities that will make them supernatural! Yes, and I mean this word **Supernatural**! But not through what companies offer in the market of medicines that will destroy your life if there is no real medical need for them. We will talk more about this belief that might lead you to become a medical case which could lead to incompetence if you do not stop thinking about now!

You are gorgeous! You are the most exciting man for your wife! You are the most charming and attractive woman for your husband! Moreover, you see the complete gratification of desire in the eyes of your wife!

Therefore, it is the expectation, focus, and belief! You will control whatever your mind is going to believe! Record whatever you want now!

Tonight, I will record in my subconscious mind that I am the most wonderful person ever! All around me like to be with me and talk to me because I am unique ... and interesting! I am really the most impressive at all! Trust me ... and *INJECT* your subconscious mind with what you want to become and make commands positive!

Law of Accumulation and Habits

The subconscious mind works in a manner of accumulation; any belief within your subconscious is a result of accumulation, repeatedly! *Repeat things more than once, they will become a habit*; Try it now! You always wake up late like me. Now try to change that tomorrow I wake up an hour

before! Try to ask your wife to awake in any way! Do not despair, did not work the first time; this is normal but you will certainly succeed in the following times! You will wake up an hour before your usual appointment! Do it for a week and try it for another week! You wake up at six o'clock every morning! In the third week, I do not think that you need an alarm now! Accumulation is the law that governs the subconscious to stabilize beliefs and information obtained. Accumulation occurs through speech, discussion, talking to yourself, seeing and hearing things... etc.

Law of Replacement

To change the information in the tape inside (the subconscious), you have to replace this piece of information with another one, as there is no tool for deletion! You are shy! You have this piece of information and you will not be able get rid and erase it except by replacing it! I am a social person! Notice we did not say, "I'm not shy!" And we'll talk about this word in details: **I'm not!**

Your subconscious will interpret of what you said (I am not shy!) It has to know what is the meaning of shy, so on the main screen in your subconscious there is the word (shy), I'm not so! The subconscious does not understand the negative sentences "No, not, I'm not, do not smoke, do not be late for home, beware of reckless driving". The subconscious will understand these sentence as "reckless driving; smoking; be late from home. The opposite of "I am shy is I'm social ,I am a great and capable speaker" Therefore, let us change all the negatives to erase those destructive habits that we carry within ourselves and to turn to successful people who govern the world by their supernatural abilities!

At the end of this chapter, it must be emphasized that you have to read these pages repeatedly until concepts and laws contained in this chapter are strongly instilled in your mind, because everything we are going do in this unique experience that will change your life depends on these concepts and laws! Make them your beliefs inside you and think about them! Explain them to yourself in your own voice with your own words! Tell them to your friends and family! Talk about the laws, beliefs, and sources of information that govern your subconscious mind! Do this now

for a week! Read these pages every night before going to sleep for half an hour, no more! Be assured that your life will change! You need this change to be able to apply the subsequent laws on other people!

“If you cannot control your own mind, how are you going to control others! ”

I want you to read these pages for the last time in the weekend, and notice the words that you spoke out, where did you use the previous laws and how. How did you place some of the information you have in your subconscious! Have you started to notice! Fantastic! You have now begun to control the main wires; All humans have what you have; Everyone doomed by these laws, so this was a very important chapter in the beginning, so as we know exactly what an opponent who we are going to make him/her/it work in our favor and in favor of others; Is the opponent present in us or in others?

CHAPTER TWO

Laws of Persuasion Art

The Ten Basic Codes

Everything in this universe is governed by laws, characteristics, and limitations; having this in mind, it is quite important to introduce you with the first step in the science of persuasion. I want these laws to become part of your life that occupy your mind most of the time whenever and wherever you go. You need to discuss these laws with your friends, your spouse and with your family! Do not move to the next law until you have injected the first one in the subconscious and tried it!

Code# 1 (Community "Group" Law)

“ We love products, services, and ideas that are offered by people whom we love and respect; we buy products that are recommended by a famous actor or by a broadcaster on television since we like them, we trust their choices! ”

How would you benefit from this *code* to display your products, your ideas? Example? Imagine yourself that you were the product, and you want to offer your thoughts and your services to a customer that you need to get to know first, how would you use this method? What would happen if you know one of the customer's closest friends who introduces

you to the customer? Had this happened before? This client trusts this friend, trusts his choices and now he/she **trusts you!**

You can start displaying your products. You cannot always get a close friend of a client to introduce you to him, but try looking for one. I think the picture is clear and you have now dozens of ways that you can be utilized to introduce you, your products, and ideas by someone trusted by the customer. Wait a moment! What about if you were the person whom the customers trust?

Code# 2 (Law of Exchange)

“ When someone offers you something of a certain value, you will feel the need to offer him something of the same value or more in return! ”

We were born with this *code* existing in our lives and presented in millions of examples on each occasion. For example, on occasions and in various holidays, people exchange gifts. You will not feel comfortable if someone presents you with a gift and you could not give him something in return. This is a fact of life, isn't it?

If you give someone a gift, you will get a gift in return, but are you going to make this your goal? Certainly not!! There is a difference between the gift associated with business or personal interest and the real gift stemming from the heart. There is no one on this earth who cannot differentiate between the two, so be careful! Therefore, how would you manage to use this code in persuasion?

Code # 3 (Law of Contrast)

“ When you put two different things together at the same time or place, they will look more different! ”

In one of the experiments conducted by psychologists, they went to a cinema hall and in a shack selling soft drinks and popcorn, they put two cans of popcorn : Small Size \$ 2 and large-sized \$ 7 and they monitor which one will be sold more the other. They found out that 80 % of people chose the package with \$ 2. They repeated the experiment, but this time they put a new medium can worth \$ 6. Surprisingly, they found that the sales of the large can \$ 7 have increased up to 70%. When they asked people, most of their answers were that this package is larger and only 1 dollar more expensive than the medium can!

“ Therefore, putting two different things in one place, they will completely alter how others see them! ”

I do not know how this happens in reality, but I enjoyed this skill since childhood. when I was young, I used this when I asked for anything from my parents. "Dad I want to go on a trip, it will cost \$ 100, for example, and my dad replied nervously \$ 100 for what? Well! \$ 60 will be enough! Now there is no way to refuse because he felt that he had saved money, although \$ 60 is a huge amount of money for a child or for a school trip, but had I told him from the beginning that I want \$ 60, he would have never agreed! Isn't that evil?

I think I have developed this skill through my work with one of my relatives during a summer vacation. I used to see sellers in the market always using this method, let us say for example that price of an item is \$ 10, the customer asks for the price, the seller says it is \$ 30, then the hassling starts between the two until the seller convince the customer to buy it at \$20. Finally, the customer pays the money, leaves the shop with a big smile that he has saved \$10 . Note that the seller says \$ 30 to give

himself the freedom for hassling, whereas if he started with the real price \$ 10, he will end up selling for \$ 5 at least.

How would you use this *code* now in presenting or offering your products or ideas? Now write down 6 ways to show variation or contrast in prices and the way you display your products or ideas! If you have an idea you want to introduce to your friends, how are you going to use variation or contrast by putting another different idea in order to get the approval for the first idea?

(What if you and your friends are talking about going to a restaurant to have dinner)?

Use *contrast* in your proposal for the first restaurant that you know in advance it will be rejected and then you will get the approval of the restaurant you want to go to in the first place. Please you have to master applying this code. Put some examples of true examples in your life on how to use it! Repeat it for a week or more so it will be *injected* in the subconscious to use every day without the slightest thought!

Start now! And Im going to give you a precious gift; a free secret code that is used every day in every place by the masters of persuasion with some development on the Law of the contrast! Let me explain it!

French Fries Strategy

Are you hungry? Then go directly to one of the fast food restaurants and I want you to notice what exactly happens when you request your order! He/she will take your order but at the same time, he will suggest fries or soft drink along with the meal for a little extra money! You will never find one of them to offer Fries first. If you get a meal for \$ 10, it would be easy to pay only \$ 1 to make a larger meal;

so what are the supplements you have in your products that you can add with a little amount of money to provide the customer with? What about annual maintenance contracts?

Code# 4 (Law of Expectation)

“ When someone whom you respect and trust, asks you a favor, you tend to meet his expectations whether they are positive or negative! ”

We talked elaborately about this *code* in the previous chapter about the importance of expectation in the subconscious and how the conscious works through our expectations on an event or an effect!

Placebo (Fake Medicine) effect

Did you know that during some past wars in history, some officials used to give injured soldiers pills that did not contain any type of medication; instead, they were pills that contained merely sugar. Surprisingly, soldiers felt well and their conditions improved with a decrease of pain accompanying serious injuries. In fact, this is not strange, based on a lot of experiences and views; each of us has a story about the theory of placebo. How will you use this code now? Can you implant your positive ideas and expectations in your customers' minds about your products, services, and yourself? What about making your husband expect that if he could have the house that you would like to own and live in, would make him happy, isn't it easy to convince him of this idea? How would you implant this idea in his mind?

Code # 5 (Law Of Friendship)

“ When someone whom you consider a friend asks you to do something, it is likely that you will carry out this request, regardless of its nature! ”

Definitely! We are all looking for love by others. Remember this is one of the drives or motives for human beings? All of us are looking for loyal friends, so remember that you are that faithful friend; you are the one to provide the service to your customers and those around you to be able to get something better. It is not the money that you take is the goal, do not worry! Certainly, you will get the money, but what if you get something beyond that? What if you get the money and a new friend forever? Nothing in life is better than to be assured that you have a friend who will stand by your side in all circumstances! You choose...! But the question is ... Can we be friends with everyone? Will all the people whom I deal with be my friends? In fact, this is impossible! Humans are different in the definition of friendship ... but how do you always try to earn amiability of others to your side? If you are a salesman, for example ... how to achieve respect by all your customers?

In fact, there are many elements of how to deal with human beings, and you will find hundreds of books and articles about how to make friends! All are fantastic and useful, so read and learn from them, but as you remember, we are here to learn the effective secret codes of persuasion science and mind control and how to use them accurately.

Here are the three basic codes to win friends immediately!

These are the basis for conducting any conversation with a new person.

Kind Word

Dear! Use good words; be of true courtesy, sincere and kind! Stay away from adulation! You are not a slave to your customers neither to money! You are the king, and humble at the same time. Unfortunately, when I go to some meetings with sales people in other companies, I get very surprised by the huge amount of pleasantries and fake smiles by salesmen to their customers! It's like a way of someone kisses the feet of the client to agree! Yes, he signed the contract in the end, not because he praises the client beyond the natural limits but because the client is convinced of his need for the product, but he will never be a friend or had any kind of respect for this salesperson. Yes, many customers will stay in

touch with their sycophants salesman. As human beings, we sometimes need to hear some words of praise even if they are false just to feel that we are important. Heck to money! Heck to each art or science or a result that will come out by self-humiliation. Therefore, I prefer to live poor forever rather to gain life through adulation with someone.

Stay away from adulation with your customers or others around you to convince them to buy from you! Stay away from flattering with anyone you need something from him now, you will not get anything by this way! And if you get it, you humiliated yourself forever ... Stay away from it now! Always follow the style of sincere and true courtesy only. Be the strong personality respected by people; be honestly courteous, no more no less and we will learn later **(ALPHA STATE)**. How would you become this person who imposes his respect on everyone and takes what he wants without humiliation and makes everyone around him happy of his presence and to deal with him, remember this well!!!

The External Appearance

One of the most important ways to reach the hearts of others is the real secret code **your Appearance!!!**

Appearances do not work, do not mean anything! Is this true or false?

Stay away from these people until the end of this guide, you will return to teach them later! Forget them now, appearances do not represent everything, but they have their share of this life. You will be surprised that this share has become huge now because the impact of media and movies on our views for attractive people. Through a lot of studies, it was found that human beings always look for friendship of physically attractive people more than others who are less attractive and this applies to men and women equally. We believe that attractive people are healthier, more positive, wealthier, and powerful. We consider them important and we believe that knowing them and being friends with them is interesting, but how did this happen to us?

The Media!!!! Only the media ... but that does not mean we'd all be attractive to get the chance, but according to these studies, if you're an

attractive person, people will deal with you better, and they will think you're more interesting and convincing, so we have to build this attraction. You have to be always attractive!

Now all stop here! Do not think about the subject anymore, because we will stop in a whole chapter to transform you to an attractive person, where we will explain to you the secrets of **Attraction** as viewed by both men and women to be adopted by you. Do not be afraid! !

General Education

Are you an educated person? If I start talking to you about the theory of relativity, will you be able to follow on talking about it? Or will you stand still? Unfortunately, you will never become my friend like this unless I am looking for an audience I want them to applaud at the end of the lecture. This certainly does not mean you know everything, but you are now the person who will talk with people, you are always talking throughout the day, you are making a difference in this life. What kind of general education and information do you have? If you do not have a lot, then you are in trouble! Tell me what would you like to talk about with people around you? Therefore, **General Education** is one of the features that make you get closer another step towards the hearts of human beings.

In fact, the subject is not difficult, you will have to stop now for wasting your time on Facebook commenting on the pictures, and start reading, I know that one of the most difficult things now is to sit down and have a book and read it, **but this is your choice! Do you want to control the world and your destiny? Do you want to be that supernatural and exceptional person or not?**

Remember that we promised each other that you will be that person, and I did not lie to you. I told you in the beginning that there are a lot of things that you will have to do to become so, but remember the goal! What do you want to do in the coming weeks to promote your education? In fact, I was a lazy person, and when I decided that I want to become that **intellectual and educated person**, actually, I did not decide it by myself, I had to do it. I was running a lot of talks and meetings during working time, but I used to stop at a certain point in talking not knowing what I have to say, I've talked about work, products, and etc! Damn!

I was great at providing information on the products that I sell, but then I could not earn this client as a friend. I could not discuss anything else with him as I do not know a lot, so I started reading and the most interesting thing was that I didn't have to grab a book to read, rather I used Google. Thanks Google and Wikipedia!

I Began to know a little about a lot of topics!

Therefore, if you talked to me about how to make a bowl of hummus or about the history of the First World War, you will find out that I can talk and discuss. I did not acquire this kind of knowledge in one day; I will not say I know everything! Nevertheless (and this is just between you and me) let us keep this secret between us. Through this manual, you will learn methods of conversation and how to manage it in every way, regardless of how little is your information about a subject. On the contrary, I found that I enjoyed a lot of credibility and earned the heart of the other party in many times. We will learn and master how to start a discussion and then give the other person the chance to share his experience with us. Therefore, from now on to your last breath in this life ... **you EAT ... you DRINK ... you READ and LEARN.**

As you fill your stomach with food and drink 3 times a day or more, you'll fill your mind with information at least once ... Start now!!!! Every day in the morning after breakfast, you'll read the daily newspaper! Read everything not only topics of interest to you. My brother, try to know other things of no immediate interest to you, it will not harm you!

Code # 6 (Law of Fear)

“ When a person believes that the thing he wants is of a limited quantity, or he/she is going to lose it at some time in the future, this thing becomes of highest value and importance to him/her! ”

You see this in most of the ads around you "**Buy Now, The quantity is limited**"! I think you hear that at least once a day, but the effect is wonderful. My grandfather used this method with my grandmother fifty years ago when he began to feel lack of attention by her after 5 years of marriage, which is normal in fact, but he wanted to ignite a spark of love between them again, it took him only *an instance of courtesy to one of her friends during dinner*. My grandmother considered this courtesy as being flattering or caring to another woman. This is where my grandmother felt that she was threatened of danger of losing him to the benefit of another woman! **If I do not care much about him, he will not stay over here!** This does not mean he is going to betray her or marry another woman, as he did not do so until his death, but it is the feeling that we are going to lose something or we are going to regret missing an opportunity.

Follow me! (**Buy now and do not miss the opportunity!**)!! Let's analyze this sentence in detail!

We mentioned that the human mind does not ever know what will happen in the future, it even does not know how we will feel in the future, but we imagine the feeling. In fact, most of these fantasies of what we feel in the future are not real and quite different from what we will feel later. One of these fantasies is that we will regret later if we did so or missed an opportunity. Human beings generally hate to feel pain and of course remorse or regret is a serious cause of pain!

"If I missed this opportunity, I would feel regret!"

Do not miss ... miss ... miss what? The offer ... and what would happen if I did not take the offer? I will not get the product and certainly would regret later when its price rises or it is out of the shelves of the market. Therefore, what will I have to do ... I will seize

the opportunity now ... because I want to win!

One word we hear a lot but we do not pay attention to it ... it makes a lot of thought processes inside your head!

Do not miss out!!!

It is an old style, but it will remain very effective as long as there are human beings on this earth. Do you want to regret your decisions tomorrow? Are you sure that this does matter to you? Do you want to miss this opportunity? Just imagine what your life could be if you become a master of the art of persuasion. Are you going to bear the burden and pain if you miss an opportunity to become a proficient speaker and possess an attractive personality? Do not miss this opportunity now!

In fact, I used, and still using this code much on a daily basis with everyone. One of the best uses and especially at work, as a consultant in sales, is that when I want to meet someone, particularly if he is a director of a huge company, I use **this method**.

During the phone call I make in order to arrange an appointment with him, and after talking about the reason for the meeting ... etc..

“ In fact, Mr. Youssef, next Thursday I have a lot of other meetings, but let me see! Yes, I have some time from noon until three o'clock in the afternoon next Sunday, Is this ok for you? ”

I'm not always available; I am offering for a limited time, do you want to miss it? You will be surprised that he **does not want to miss the offer!**

Code# 7 (Law of Consistency)

“ When someone takes a stand, an attitude, or expresses his viewpoint ... whether verbally or in writing, he is likely to always adhere to his position no matter what happens! ”

“ I do not drink coffee Thank you! ” Sometimes we say this phrase as of courtesy when someone asks us if we would like to have coffee, though usually we drink coffee, but we rather say, “Thank you! I do not drink coffee,” as a matter of courtesy or feeling shy. What would happen if you meet this person again and he offers you the same offer? 90% you would say that you do not drink coffee ... Forget this!!!!

You are sitting down with one of your friends and she asked you if you know one of the companies that need employees. As of courtesy, you would say to her: “Send me your CV, and I'll try to send it to some of the companies.” What would you exactly feel if you were unable to fulfill this promise? **Feeling annoyed and uncomfortable, won't you?**

You will feel that you have to fulfill this promise, if not, you will have the feeling of dereliction. You will feel the pain that you do not want to have. You want to get rid of this feeling by fulfilling this promise. But had you not say that promise to your friend in the first time, you would never have felt this pain!

Therefore, make your customer say “yes” I'll buy the product even if he says that he is going to buy it someday!

The Most Important Benefits Strategy - Identifying Values Code!

I sit down with many clients who are not convinced of their need to my products that I offer to sell; they know that the product is fantastic and useful for them, but they are not fully convinced for several reasons. Using this code, I'm getting so close to obtain their approval gradually, but how?

During the meeting, I ask the client one of the main questions that you will learn via the science of persuasion, and we will talk about it later when we discuss **Identifying Values**.

I: What are the **main benefits** that you are looking for by obtaining or purchasing the product?

Customer: I want to reduce expenses by 20%

I: If this product will reduce your monthly expenses by 20%, are you going to buy it?

Of course, the client will answer (**yes**)! He *she is the one who proposed this benefit and because there is no link to tie it in with what heshe said, (this is what he thinks - but his/her subconscious will record the situation and annex it with the feelings of **pain** if not implemented). You have the (**yes**) you are looking for, he *she has just announced it! If the product that I am selling is going to provide the client with the benefit that heshe is looking for, definitely he/she is going to buy it!**

5 Facts about the people beliefs that you must learn!

1. Ideas, opinions and beliefs of human beings are shaped by the questions that are directed to them.
2. Thoughts and opinions of human beings are created promptly and have nothing to do with what they will do in reality or with what they will believe in afterwards.
3. Most humans act spontaneously and instantaneously; they see advertising, so they will determine what they are going to buy, or they will decide which restaurant they are going to for dinner tonight, all of these decisions come out from suggestions that they just heard or seen.
4. Once most people announce verbally or in writing that they will do something, even if the act is irrational or unfavorable, they will firmly stick with what they have said or wrote, regardless of the way or situation of taking or making this decision.
5. Most people cannot afford to have two opinions at the same time on a particular topic, so they will simply choose the one they much prefer and cancel the rest without the slightest thinking ...

Do you know who master this code in such a terrific and thorough way?

Children-think about it .

Code # 8 (Law of Power)

“ We give some people power over us because we believe in their abilities, their knowledge, and experience in a particular subject more than we possess! ”

In fact, this *code* is my favorite, I like it, master it, and use it in all aspects of my life. Certainly, you are going to do the same now. Peoples' opinions completely and strangely differ in what you say before and after you introduce yourself. You are sitting down with a new friend and talking about the American policy, for example, and the history of conflict in the Middle East. You analyze and present theories and evidences, your words are quite convincing, but your new friend opposes some of your opinions and agrees with others and trying to talk more.

But you will be surprised of the change in some of his views and his way of talking. You will be astonished that he will allow you to talk more and more and he will turn to be the listener if you tell him or he knew that you are a university professor in political science, the way of talking will dramatically change! You will find your friend has become much smoother to accept what you say, and get convinced after he knew that you have this **POWER** . You are now the source of his information; you are an expert even if most of what you say is wrong. It will be difficult for him to analyze because you have power over him now! *Use this always!!*

Five years ago, I was working for a company interested in the security services such as surveillance cameras, and other systems. I was working as a sales representative, and I was very good at dealing with customers, but I did not have that *power* to lay my views on the table and be accepted by the customer. I was a salesperson like others; I will tell them what other might say. After I knew this *smart code*, I decided to change my job title to become sales consultant. I am still working in the same

place and with the same goal, completely nothing has changed, but I have only changed my job title! Wow!!! Everything has changed; as if the barriers between the customer and me have been completely destroyed and removed. When I became a consultant and not representative, I offer tips and pieces of advice and I am not here to sell you something! Now I'm on your side, not on the company side which is trying to sell you! I've put myself as a source of information to the customers in the field of security systems expert. I have now become the expert, and what he has to say is true and we will take it for sure! Now, think about how are you going to make yourself as a source of information, advice, and expertise and to be as such in the minds of your customers, in the mind of your wife? Your children? Think ...!!

Code # 9 (Law of Harmony With the Community)

“ Most people would accept an idea, a product, or service, if the people around them accept it! ”

We will not buy things, or believe in ideas that disagree with the ideas of people around us, or that will not be accepted in our society. Most people think this way, therefore, you will face great difficulty in persuading others with an idea that has not been implemented before and it is yet unknown if others accept them. What about the apostles who were sent to people with new ideas and beliefs that did not exist before though they were convincing though they were revealed from the Almighty Creator, and though they were true and correct beliefs one hundred percent, most people did not believe them because they were not acceptable to their communities and people around them. Therefore, if you offer a service or an idea, you have to use this code for the client to confirm that this product or this idea is acceptable to those around him!

“ Your friends will like this car very much.”

“ Your husband will fly with joy when you wear this dress for him.”

Humans are of two types:

85% are looking for harmony in the society!

- They really care about what people are saying about them and are looking for the community to accept them and others.
- You will find them belonging to groups and institutions known and accepted by the community.

15% do not care for the opinion of others or the community about what they are doing!

- You will find them on the rebel group.
- Always stand against the first group.

So, before you start the discussion, you have to know with whom you are talking. If you are talking to the first group, you have to remind and repeat that the community will accept this idea or product; you have to mention some similar companies that bought the product and they are happy with it, whereas you have to be careful to do so with the second group because you will become as an enemy or rival. Your ideas will become the most erroneous ones, so you should focus here on the idea that this product will bring independence to the other party;

"You will be distinguished! Nobody takes this before you!"

Code # 10 (Time Law)

“ Whenever you change someone's perception about time, you will change his decisions and beliefs! ”

How is that?

*** Before explaining this, I have to say that this code is one of the most dangerous and most effective one; if you master it and certainly you will, you possess a talent closer to magic in persuading others, so please do focus here ***

(Did you notice what happened now? I have made a proposal to you and alert your mind that what follows is very important and you became alert trying to connect it with the aim that you are looking for - what will happen? You would focus too much on this subject, wouldn't you?)

Time Law..... Magical Code.....

When you change peoples' perception about time, definitely their perception about a subject will change as well as their decisions.

You go to meet a customer, once you step in, his/her subconscious will start analyzing you and place you on a list with all the people he/she met before and making comparisons. Unfortunately, most people have negative experiences more than positive ones, especially in relation to other people!

For Example: Everyone thinks that salesmen are swindlers and deceivers, and once you step into a meeting, you will be evaluated by the customer as being one of those swindlers! You will find that all his defenses are high; his rejection is so obvious even before you speak. If you immediately began to talk as usual, do not be angry of their rejection of you, do not worry that you did not sign the contract; you did not do anything wrong, neither are they! But you have to do the following in order to demolish the walls of those in front of you, otherwise rejection of your products and your thoughts is the result in most cases!

“ You have to explain the huge difference between you and whoever they saw before! ”

You are different! Your ideas are different as well as your products ... *etc.* They are all different from anything they had seen before; even if you were selling a product where there are hundreds of others who sell the same product, you have to get yourself out from this list and make a different list for yourself where you are the only one in it!

“ You have to bring them out from the past to

the present or the future. ”

You have to stain and color the experiment you are providing to them whether it is a product or even a cup of coffee with a girl you admire! You have to draw them a picture of a beautiful moment with you, or a picture of the future of the relationship between you and them supported by your extreme difference from anything or anyone else. Let us talk about varieties of human beings in terms of time and then we show the way by example!

Those living in the past!

- Living in the past from which they derive most of their decisions at the present and in the future.
- Most of those living in a state of depression.
- Making bad decisions less than others.
- Slow in making a decision, they are thus always attentive and their mistakes are less than others.
- Missing many opportunities because of their previous bad experiences and fear of making the wrong decision again.

They're talking this way!

“ I have tried this restaurant before; it was a very bad experience ”

“ I have never got any good offer ”

“ When I invest in anything, I fail ”

“ Whenever I buy a car and sell it, I lose a lot of money.”

Those living in the present

- Living the moment.
- Do not think too much about the past or the future.
- Making their decisions at the moment in the present time.
- Unorganized when it comes to preparing for the future.

- Drowned with debts and credit cards seeking to capture a moment of joy and fun.

They're talking this way!

“ I know it is right because I feel it now.”

“ I do what I feel is right ”

“ I just want to enjoy ”

“ Who would have imagined that I will lose all this money.”

Those living in the Future

- Living their lives in the future.
- Making their decisions based on the results they will receive in the future.
- Postponing any enjoyment that they can have at the present.
- They are always planning and arranging for the future.
- Sacrificing the present moment for a better life in the future.
- Their bank accounts contain a lot of money.
- Paying any premiums they have on schedule without any delay.

They're talking this way!

“ I'll wait until retirement age ”

“ I can buy this house, but I was thinking of saving money for college expenses for my children.”

“ If I save \$ 1,000 a month from now ... I'll get the car that I want after two years ”

“ It's better that we do not meet, I am afraid that this relationship will fail ”

Therefore, it is important to know who is the person in front of you to be able to formulate your words according to what is suitable for him in order to hold his hand and get the approval you are looking for.

How will you get to know these people by talking with one of them? It is simple, isn't it?

Before you start to present what you have, let them talk about a decision that is irrelevant to the main topic and they need to take now, any decision; to buy a cup of coffee, TV set, or anything and notice the time frame they are talking in.

CHAPTER THREE

ALPHA STATE

The Silent Communication (Body Language) We are in constant contact with others ... even if we did not talk at all! How do we walk, smile, move our hands and sit down, are all signs of a unique communication language understood by others in the subconscious level! It's the body language. Yes, your body is talking about you, displays your feelings at a moment while you are unaware of it. Every part of the body sends a message to others about you!

You are talking with someone in a restaurant, sitting opposite to him and bending your back towards him, what does that mean? It means that you amused and enjoying his speech. You are walking with your head down,

or walking slowly and considerately; these are signs to convey a message to whoever passes you that you are anxious at this moment and that you have many problems that weigh off your shoulders!

Body language is so important that it requires us as being experts in the science of persuasion that we comprehensively understand, comprehend, and control it!

The Greatest Percentage

Suppose that the conversation between you and another party represents 100%, psychologists, in many of the studies and researches, have found that what we say of words and sentences represents only **35%** of the messages sent and received from you and the other party, **while the body language between you plays 65 % of communication!** Therefore, very often what you say does not matter as much as what your body is saying about you.

When you enter somewhere and someone sees you during a period not exceeding only 4-10 seconds, his subconscious will lay three answers to whatever you want to say to him, though you did not utter one single word yet. In addition to that, you are still walking towards him, but from your body language, he has got an idea and got the answer: 1. Yes

2. No

3. Maybe

He will choose one of them even though you did not tell him what you want yet! But he took a decision and believed in it immediately!

We all know this well because we have been through this so many times. You see someone far away talking to one of your friends; you cannot hear his voice, do not know what they are talking about, but you are approaching another friend near you and says to him: "It seems this person who speaks there is boring ". The question is: Why did you say this though you do not really know that person! Unfortunately, if he approached to talk to you, you will talk to him as being a boring person! Yes, your first look was true and he is really a boring person, but why this happened? This theory is called **The First Four Seconds!** When you

see a woman in a restaurant, your subconscious wakes up to put this woman in the group and begin to answer hundreds of questions ... such as: Who is this woman? Do I like her? Is she attractive? What is special about her? Does she resemble anyone I know? Is this a good thing?

Hundreds of questions are answered in a high-speed analysis of the opposite person; this is done by the subconscious by monitoring every movement carried out by the body, So what are the accessories does she wear (hand watch, ring, necklace, makeup ... etc.) You will come out with an immediate result whether you like or dislike this person! And then the subconscious monitors the person to put him/her in one set of two only:

- Is he/she Higher Ranking to me?
- Or is he /she Lower Ranking to me?

We as human beings all share that we admire the *Higher Ranking* or who has a stronger personality or character and we'll talk about this in detail shortly.

If you are approaching to talk to a lady whom you admire and before you reach her, the subconscious starts to prepare the answers "yes", "no" ,or "maybe". I think the two answers "yes" and "no" are obvious answers (like and not like), but what about the "maybe"? "Maybe," represents those people whom the subconscious cannot take a decision about them yet , for example, they are very attractive but we do not like their way of walking. "Yes and no at the same time", so the subconscious decides to investigate more about them! Maybe I will like her and maybe not. I do not know exactly, but I will now decide by talking to her! Therefore, as an expert in the art of persuasion you will not go to any meeting and get a "no" answer from the beginning before you speak, right? If you do not get a "yes", at least you'll get a "maybe" answer.

This is what we are about to learn step by step! Yes, you began to know now and will know shortly why you lost a lot of contracts; why that lady did not agree on your request; why you did not get a percentage of the discount that you wanted from the car dealer and your communication with each other was cold and unfriendly though you were convinced. Now you know you got "No" before you start talking, therefore our next task is

how do we change to become "**yes people**" or at least **maybe.????**

To do so, we need to know the following STATE called: **ALPHA STATE**

When we were children, we wanted to do exactly what our eldest brothers and sisters do; If my eldest brother wanted to ride a bike, I wanted to do so, and when he says let's play ball now, I agree immediately, and this is what I wanted because my brother was in control as he has the power to control and I've been looking for a leader! *We are all looking for him: the group's leader, team leader, the nation leader, etc.*

We are looking for someone who is higher ranking to us and we stick to them, love them, and prefer to stay with them! If you look into the animal kingdom, you may find a group of lions but there is one lion, which has complete control of the group! It is the one that eats first, it is the one that chooses the way to go, and if it stops, the rest will stop too! It is simply the most powerful! It is the dominant! In fact, all creatures have this nature and if we go back to the human instincts, we remember that we are all looking for survival and reproduction. Being close to this person, we are satisfying these instincts. In the animal Kingdom, the Lioness is waiting to see which lion is the strongest among the group of male lions to get associated with because it believes that because he is the strongest, he will be able to provide her with the **ability to survive and reproduce!** Therefore, everyone is looking to be around the dominant! Or ALPHA person!

In every conversation between two parties or in every relationship between two people, there is always the dominant **ALPHA** and the subordinate **beta** always and all times; you are either **ALPHA** or **beta**; the dominant or the subordinate. None of us likes to be with a follower (subordinate) as this is not so much tempting neither satisfies our desires! We love to be with **ALPHA**, to be with someone who is stronger than we are, who has the dominant personality and character, the one who always gets a "Yes" in the subconscious of others! Now we will know how you will become this person who will get a "**yes**" from others from the first moment! How will you receive immediate admiration from everyone, you will see everyone enjoy talking to you, laughing with you, listening to everything you say with concentration, and would like to be just like you!

Warning

Do not bother to learn any *code* presented in this guide! You will never become an expert in persuasion if you are not an **ALPHA** person! You cannot convince someone if you are not the dominant! So stop here as much as you want! Try to learn. The issue is very simple but needs training and little concentration!

ALPHA people are the leaders of the world whom we are always looking for and stick to them! Those people have high self-confidence and strong character, respects his abilities and believes in his strength, does not easily get affected by what others say about him/her whether it is negative or positive. On the contrary, he/she is the dominant when taking his own decisions, has a sense of humor, does not feel ashamed to say his opinion, even if it is opposite to others, and respects everyone and their views, but he has his own opinion. Speaks loudly and clearly, has prestigious and personal presence (**CHARISMA**) when he enters the place; does not expect people to reward him for anything he said or did! Does not talk silly things just for laughs, does not have a problem when criticized by anyone else! Has quiet and calm personality, his lifestyle is fun and different! Has passion and goals envied by everyone; a dominant person and controls the place around him, and he has his own space! Dominates any discussion or talk with anyone else, looks directly into the eyes of others without shame!

I think the picture is clear now, and while I'm talking about this person, you have a picture of someone you know who is acting this way, and you often wanted to be like him! I admit here that I was not like this person before! I was in the case of **beta** before and certainly never achieved success despite the fact that I used a lot and not ashamed to talk to anyone but I was not **ALPHA** person neither the dominant; rather I was **beta** the follower or the subordinate. I was trying to draw the attention of others to get recognition; I did not have confidence in my abilities and myself.

Nevertheless, this has changed immediately when I started playing the role of the **ALPHA** person and all the doors began to open wide to me immediately. You won't imagine the size of the trust that you'll get by

others! Special charm! Called ***Charisma***! A word that we have heard millions of times! " This person has a special charisma" and we are here to learn how to do exactly that! Remember that this guide contains the actual steps, it is not like any other book you have read, but before that, you have to know how to do this; it does not mean to be in control of the discussion for example that you do not listen or respect what others are saying, but quite the opposite! Scorning or mockery of others or not listening to them is one of the characteristics of **beta** person, but you as an **ALPHA** person will hear and admire views of others while you have your own opinion and will not be ashamed of saying it publicly!

Now let us draw this character and define its features so as you can understand and master it very well ! In fact, you'll find a lot of things and qualities that you will not believe their effectiveness, but I advise you to try these qualities and promise you that you'll see a huge change in the way other people are looking at you.

Looks (Glances)

The look (glance) is the first feature that tells others that you are an **ALPHA** or **beta** person. **ALPHA** person will not be ashamed to look or gaze directly in the eyes of others. He has high self-confidence, but this does not mean to stare at everything around us. Attention! **ALPHA** person does not look at something or someone, unless it or *he/she attracts his attention!* Remember he is the *leader!* But if he looks at someone, he does not feel shy staring at him/her. He does not look down because it means a lack of self-confidence and personal weakness, neither he looks up because it means arrogance and superciliousness, and these are the qualities of **beta** people who are looking to draw people attention! **You will look forward with a slight rise upwards** Especially when you are walking as if you see a target in front of you and go for it. In fact, when you are look directly in front of you this is exactly what is generated in the subconscious of others that they look at you saying. "He is ambitious and knows what he wants and goes for it" This is one of the most important characteristics of an **ALPHA** person and what makes him special. Remember not to look down, but up!

In fact, I found it difficult at the beginning when I started to keep my eyes forward, therefore I used a method that effectively unrivaled to focus on something directly in front of me and keep my eyes focused on it and shortly after this method became a natural way of looking at things or people while I am walking.

During Conversation

How will you use your eyes during conversation with anyone?

If you are the speaker, you have to keep an eye contact (you and the other party) amounted to 70% of the talking! Do not stare but you have to look at him/her for example, for a period of 5 seconds, and then look at something else for two seconds ... and so on! So focus on the eyes of others by 70% of the conversation time!

In case you are the listener, The opposite is true, the less directly you look at them, the more they consider you in control and this does not mean that you do not care about what they say; but this method will trigger their subconscious to consider you as an **ALPHA** person and that they should gain much of your admiration of their subjects! But remember you have to be moderate, and this means that you look at them, but with less frequency and for short periods of time only! So try to reduce the duration to only 50-40%.

The Voice

Your voice is another indicator that you are an **ALPHA** or **beta** person! You have to talk loudly and clearly, your words are understood and smooth, you are not ashamed to interrupt someone to talk! You fully control the conversation and run it from one topic to another. Your voice is closer to high than to low but it is quiet deep voice! If you want to know this kind of voice, look for video clips of the famous actor (Bruce Wells or Van Diesel) as they are the most distinguished actors in regards to their quite deep voice!

Try to imitate this voice, your voice will definitely be different, but we are talking about the **Depth!** You have to speak from your inside, as if the

words are coming out from the bottom of your stomach, but remember that your voice will be moderate in intensity and not high to be heard by people far away from (not to be noisy), if it is as such, it indicates that you are **beta** person who is looking to draw attention by raising his voice, at the same time, not very low so people around you will feel that you lack self-confidence to a great extent! Be in the *middle and closer to loud*, with a focus on the change in the loudness of your voice according to the intensity of the conversation and its topic! Talking aloud, for example, during a romantic speech with your wife is completely wrong and destroys the romantic atmosphere, doesn't it?

Speech (Conversation)

ALPHA person is an interesting and owns the place, everyone wants to talk and listen to him, to his stories and speeches, and this does not come out from nothing. **ALPHA** person has a distinctive life style that is different from the others; he does things that we usually do not do! His life is clamorous and boisterous! He is ambitious! Are you like so? Do you have an ambition that you are trying to acquire or achieve? If not, you are in trouble, you will never be in the **ALPHA STATE** , and nobody will ever believe in your abilities and admire your passion for life! You have to be like so, you have to act, look for your ambitions, carry them out now! You just need to start now!! **ALPHA** character does not have time to waste while others are sitting down day and night on Facebook or watching television! **ALPHA** is moving one step forward, learning more things, and reading more! You are an informative person; you know a little about a lot of things! You have interesting stories about your experiences in life! Get out! Met new people every day!

Anxiety

ALPHA does not care much about others opinions of him personally; he listens to them, develops himself but he does not go back home feeling angry because of a negative comment said about him. He does not worry

about whether he was interesting or not during his speech neither he is worried if people around him were impressed or not of him, because he is sure and certain about himself! Remember **The law of Belief!** *If you believe in something, you will get it!* This is **ALPHA** person! He believes that everyone loves him, smiles for him, enjoys being with him, laughs at his jokes. Therefore, he acts in accordance with this belief! When he says a joke, he knows exactly that his joke will make people laugh even if one of those around him said that it is not funny, you will find him smiling and makes the whole thing funny.

Let us now know the **most serious mistakes** that make you lose **ALPHA** personality immediately, so you can avoid them! You should avoid the following mistakes to become **ALPHA** person: **Use (Umum ... Ah aha)**

During a sentence or at the beginning of it as it is the biggest signs or evidences of weakness of your personality and indicates your stress or tension. As an **ALPHA** person, you will never be on tension and you have unique confidence in yourself, so you will not be using these expressions in your speech or anything similar! But stopping for a little time before the main points is very important and makes it easier for others to remember these points!

*“ So we must now begin to take all precautions for the new project as you know ... short pause ..The value of profits in this project will be ...short pause ... **doubled** ”.*

When you pause at "as you know" will draw the attention of the listener to know what you want to say, and when you pause at" will be" you thus introduced the spirit of passion to know what the listener will have which will give the word (**doubled**) larger than it actually weighs! Therefore the short pause is important, but the use of expressions of tension or lack of knowledge of what we have to say is one of the qualities of the **beta** person and you certainly do not want to be like so!

Talking Fast

Talking fast is an indicator of tension and lack of self-confidence! **ALPHA** person speaks at a moderate pace closer to slow, and here try to focus on the word **closer** as it is not slow and boring and at the same time is not fast. Through studies, it was found that the appropriate and comfortable speech speed is ranging between 125-150 words per minute, so slow down your pace, as you know you have the time and control. Everyone is enjoying your speech, so there is no need to rush ... right?

Pause for a long time before answering a question This shows that you are significantly considering the answer, which indicates that you are afraid of the wrong answer and thus losing others impression immediately! It's proof that you are trying hard to gain admiration! This of course does not mean that to answer without thinking but you do not think twice because you already know what you are talking about since the beginning and where to go in your speech (*OutCome Based thinking Code*)

Closed Body Position

ALPHA person is clear and life – oriented and is not afraid! So you find him when sitting or walking, he does that with an open body to the other party!

Sitting position

When you sit, do not place your hands to your chest, as this is an evidence of fear and lack of self-confidence and a sign of opposition to what the other party is saying. Spread your hands and put them on the table straight forward and try to keep them there as if they are tied with ropes. I know that this is difficult but initially try to imagine your hands tied

with tape to the table, and then it will become normal for you. If there was no table, place each hand openly on the corresponding knee (right hand on the right thigh, and so on)!

Spread your legs and make them straight on the ground, do not bend them by placing one over the other as this position can mean that you're putting barriers between you and the other party. As a man, remember that in this area, there is the most sensitive area for men that all men are trying to protect, except you because you are not afraid! You are clear, confident, and no one scares you!

Some studies have shown those men who do not trust their sexual abilities always sitting in a closed way by putting one leg on top of the other, or putting their hands over the sensitive region as an attempt of their subconscious to hide it. Of course, this does not mean that anyone who puts one leg over the other has a sexual problem or fear of failure of incompetence; rather it goes back to his attitude and habit to sit down. In many cases, placing one leg over the other will greatly help you to impose your special status and gives you your own private space.

Therefore, as an **ALPHA** person, you trust your abilities and not ashamed of spreading your legs while you are sitting which will give a signal of power and domination! It is in the world of men is strong evidence and a clear indicator of manhood. For women, it is quite the opposite, for a women to sit like a man by placing one leg over the other will cause her to lose a lot of control, therefore get your legs close to each other without placing one over the other, put your hands over them, your back straight, chest forward with the shoulders tight, and to do this pull your back from the bottom outward to be straight and you'll find that your chest has become prominent forward and your shoulders straight and flat. To make this easy, keep your back straight and in touch with the chair you are sitting on.

Stance and walking Posture During stance, you have to be straight steady as a rock, taut chest forward and shoulders straight. In fact this posture is difficult at first because your body will be painful but after a while your body will be straight and you will be able to relax, and certainly this is for both men and women!

Do Not Stand on one leg and put the other foot around it as this indicates an excessive tenderness and personality weakness. See now how George Clooney or Brad Pitt walks in the movie (Ocean 11) ... for example, try to imitate this posture, and it may also help you to see James Bond films and see how stands !!

Interlocking hands in front of you This is a sign of a defensive status, and it is one of the characteristics of **beta** person but you as an **ALPHA** person you are not afraid! Let your hands extend comfortably forward in front of you in an open manner!

Playing with things in front of you Too many people act like this; playing with his fingers, cigarettes pack, telephone, or even sugar bags in a restaurant or café. Doing as such is an evidence of tension or boredom! Stop doing that now! Also stop clicking your fingers on the table during the conversation because it also demonstrates your tension and some absurdity in your personality.

Touching face during the conversation Touching your face during your speech has many implications, including **stress, shyness, and lie!** Therefore, you have to keep your hands at the bottom always and ever! This does not mean that

you do not move your hands but you have to keep the inside **ALPHA BOX** . Let us talk a little bit about this *box*! This box is a box at the bottom of the neck to the waist and sides as broad as the chest but not outside it. Any place outside this box is a sign of a bad thing!

Bodybuilding Posture

Avoid being like bodybuilding athletes as when they are walking with taut body and boasting of their big muscles as a call for others (Look at me!) Yes, you have a wonderful body and huge muscles, for example, but you walk straight! Do not walk staggering and reeling right and left as bodybuilding athletes.

Looking Down

You as an **ALPHA** person always look up and forward because looking down sends a message to others that you are a "Failure"! ... Show your neck, be proud of yourself ..., and remember what we talked about in the use of the looks!

Tense Facial Expressions

Biting lips or touching them by tongue from outside or rubbing the nose and touching it continuously; all of these expressions indicate tension and discomfort in the situation You as an **ALPHA** person, are not afraid of anyone, and you have a great confidence and do not get stressed in any situation, therefore your face expressions always show complete relaxation !

Stupid Smile

beta always is smiling to who is stronger than him to express that he does not pose a threat, therefore, you will find him smiling in a lot of situations that do not call for smiling. **ALPHA** person smiles when it is only necessary to do so. Yes, an **ALPHA** person could be a danger to the other party and they have to be aware of him by not smiling at everything! This message will go directly to the other party's subconscious side!

Walking in a fast pace

If you were not late for something important and you have to rush, do not ever walk fast; on the contrary, you have to walk slower than usual as if you are the owner of the place! Remember this! You are **ALPHA**! You own the place, you control the time, everyone will be waiting for you, therefore, do not worry! Walking fast is a proof that you do not have any power in your work place, whereas walking very slowly indicates that you do not have any other work! Therefore, you walk in a pace that is *closer to being slow* as if you are walking among your property and your people!

Blinking the eyes

Clear evidence of lying and tension, you have to loosen your eyes less than the normal level to give a meditator look, but not too much!

Looking around right and left in place continuously during conversation Look at everyone around you tis an evidence of personality weakness, so stay away from it!

Looking down before answering the question If you have to look away before you answer, you have to look up, left or right, as looking down before answering a question is an evidence of lack of self-confidence!

Fear of touching others

Be confident of yourself, touch others when you need in a nice way, but be wary not to be a **beta** person who needs to touch you in every minute when he speaks. This is a message that shows that **beta** person needs to draw others attention quite like a child who holds your clothes and shake them to draw your attention to him. You are an **ALPHA** person and everyone is waiting for you to speak, so there is no need to draw the attention of anyone!

The use of long sentences and repeated meaning ALPHA is very clear in his words and goes directly to the point. Being so, your sentences will be shorter and less in number of words compared to a **beta** person who repeats himself over and over again. See Bruce Wells style again while he is talking, you will find that he uses a few words only; a few in number but clear in meaning, never repeats them **Looking always for the other party approval to end sentences (right, isn't it?)** These questions give a message to the recipient's

subconscious that you are a weak person looking for approval. Certainly as an **ALPHA** person, you will ask the other party the same way, but not after every sentence. Remember that! If you are talking about your own opinion, stay away from ending your sentence with a tag question. You can use it only when you want to remind the other party of a piece of information you have previously said and want to underline it!

Attempt to be dominant ... you have to be dominant Will be the dominant innately; trying to be the manager who gives instructions and orders without respecting others is an evidence of deep character weaknesses and is an attempt to cover this weakness screaming or not respecting others. You ask for whatever you want with respect to the other party and you know for sure he is going to respond to your request. You are the **ALPHA**; everyone will follow you if you believe in that. If you believe that whatever you ask others to do, they will do in all cases!

Claiming Power

ALPHA is a strong and confident person, but quiet when he is under pressure. Fabricating problems with others is not a sign of strength, but it

is a sign of painstaking research for admiration and drawing attention that is one of the characteristics of **beta** who is looking for arousing admiration.

You are sitting in a restaurant with your wife; behind you, some people are trying to fabricate a problem with you. If you are **beta**, you will either fight or completely flight. Therefore, you are either looking to impress people or you are coward! **ALPHA** is quiet, he sends a message to these people that I am quiet because I do not want to hurt you, and that is why I am quiet to a certain extent! **ALPHA** will fight fiercely as expected if there is no escape. Using this method, you will initially make these people lose some of their control. In the subconscious, you are now in control of the whole situation. If you want, you can end it peacefully or you can take it to the fighting stage and doing so will mentally weaken the other party!

Carrying out or catching up with other party's schemes and plans& talking over topics he wanted even if they are boring for you.

You listen to what you want! If you find the topic boring, you will stop talking about it. You talk about what you want, but remember to do that with respect by changing the subject to something else that will give the message that you do not care. If you do not want to go to this restaurant, do not go! Say that honestly. You are frank and clear, if you want to go; you want to do so because you want to achieve something or because the other party deserves a *gift* from you, or because he is interesting to you. The other party will feel that he deserved this gift from you; you are the one in control! Remember that, you carry out their plans because you want to do so not because you are obliged or forced to do so!

Attempt to appear more intelligent than the other person does beta is always looking to draw attention of others, therefore you will find him making fun of or scorning others' mistakes

sometimes just to prove that he is smart. **ALPHA** does not do that but on the contrary, **ALPHA** has a lot of confidence to sit and listen to people who are more intelligent than him!

A Chairman of Board of Directors of a big international Corporate once said: “ as CEO It does not matter to be smart for the success of your business, what you have to do is to employ those who are smart enough to do so.”

Therefore, when you sit down with people more intelligent than you do not mean you that you lose control, you are still in control. Also the same applies when you sit down with people more physically attractive than you; this does not mean you lose control. The feeling of fear of those who are more attractive or intelligent is stark evidence of the **beta** character!

False Compliments

beta is always flattering in every way possible to say to the other person I am here and I admire you, which gives absolute power to the other party! When you say , "You're very beautiful" to a lady over and over again during a meeting, this will convince the lady that you see her as being very beautiful so she will think that she is in a higher rank than you even if she was not like so. Now she is **ALPHA**! You do not propitiate but honestly. You do not have to do so! There is nothing better than an honest compliment! To do so, you must use the following strategy: **Self-Proving Strategy**

Follow any compliment by asking: How? And why? ...

You: *"It seems that you are a playful character ... how did you acquire that? "*

Girl: *"....."*

You: *" Oh my God! You have a lot of energy and a wonderful style of management ... What is the secret in that? "*

Client: "....."

If you do not follow your compliment with a question, you will give the other party the time to refuse or to believe it at the same time, but when using a question, you make him prove to you why is he like so. **!**

REPEAT “ you make him prove himself to you” You are **ALPHA!**

Now, let us look at **Three personality** qualities that immediately show the lack of self-confidence and puts you immediately in **beta** block! We need to be away from these qualities in every possible to remain in **ALPHA STATE: Flaunting (Showing – off)**

"I have a wonderful house."

"Look at my body I am doing bodybuilding"

"I am one of the most intelligent people ..."

The **beta** person has deficiency and feeling of inferiority and looking for coverage and replenishment. Unfortunately, the other party's subconscious detects this deficiency immediately, puts big question marks about this person, and consequently puts him in the **beta** block!

ALPHA does not need this boasting! The other party has to detect it himself; **ALPHA** buys an expensive brand shirt because he likes the shirt and not to be liked by others. Stay away immediately from boasting and showing -off even if you are the richest man in the world, because if you act like so, you are sending a message to others that have a lack of something and you are trying to compensate for it!

One lady once told me during a discussion about if women like guys who own modified or luxurious cars, her answer was somewhat funny: "The owner of the most expensive car or who makes a lot of exterior modifications on his which will not change the use of the car dramatically is trying to compensate for his incompetence **in bed!**"

We laughed at her piece of humor that night, but part of what she said was true! If you want to boast of what you have, you are **beta!** You will stay while **ALPHA** does not need all of this; **ALPHA** is mysterious **ALPHA** does not reveal all of his cards once and **MYSTERY** is always one of the best ways to motivate the other party to start searching!

Free Additional Secret Code! (Mystery) Make the other party thinking in your words looking always for the result. Let his passion guide him to the result that you want him to convey to him. Be as successful movie directors who make people eager to know what will happen later! **However**, if you want to talk about yourself, make that in a story, let the story heroes talk about you: You: "He told me after the end of the meeting: Alaa this was wonderful, you have done what is needed to save the contract from going to competitors! Be prepared to go to Paris with expenses paid, i.e for free"

You did not say that you are great and gorgeous; your boss said that, you did not boast about yourself, because your boss said so, and you did not!

Talking about yourself!

beta has no self-confidence so he always looks for improvement of this picture. He will be angry or deviate from conversation if he was disregarded by anyone by joking. You will never find him talking about himself with disregard. **ALPHA** does not do it too but he sometimes uses self-banter style to add additional strength to his character! Do not be surprised! Yes, you can say bad things about yourself by joking while what is conveyed to other party that you have strong personality with high self-confidence of no limits. "Oh my God, this person is very self-confident."

You: " *I cannot buy this shirt of this brand because it is expensive for me*
"

While you have a lot of money and you can buy the manufacturer of the shirt!

You: " *I am weak ... I cannot carry this bag* "

However, you are a champion in bodybuilding.

You: " *I am a shy person ... I do not know how to talk to girls* "

However, you are an expert in the art of persuasion!

The other party knows that you are not like so, he/she is sure that you are not like so. You will put yourself immediately in the dominant block (Real **ALPHA**), both in the conscious and the subconscious of others.

Mocking and Scorning others Mocking others will turn you immediately to **beta** in the eyes of others. What are you going to earn by scorning that person who is dressing in a funny way as you see him? What did this person do to you to make fun of him? You are **beta** who wants to make up for shortfalls he has but **ALPHA** will not do that! Others do not pose any danger to him, so there is no need to scorn them. You will not mock others around you to be funny, because you do not need to be funny!

Therefore, persuasion as an art, as a science as an engineering requires someone in control of the situation who knows how and when to talk and direct his speech and moves the other party towards "Yes"! **ALPHA!**
ALPHA! ALPHA!

However, the question I asked so many times during training on these techniques and features were, "How do I get this enormous self-confidence? Though I have a lot of flaws in my personality". Therefore, I

decided to try these techniques, Play the role of **ALPHA**.

You will play **ALPHA** role, as I told you from the beginning, but we have to work on the infrastructure at the same time, "Confidence engineering". We will begin to build engineering now; we will work in parallel so as not to lose time because playing the role will work immediately to increase your self-confidence, from the looks of others. As an **ALPHA**, you will see the difference in the eyes of others as if a bell rang announcing your arrival. Enjoy this admiration! At this time, we will work on the most important and most dangerous *secret code* in the entire world ... I swear to you on it!

This code alone will change all of your life, because without it you are a man without confidence and without this self-confidence, you will not be known to the world! You will stand still in every corner of your life, you will always feel that you are stuck; stuck with people whom you do not love, stuck in a job you hate, stuck in a downward whirlpool of previous bad experiences, stuck in the past, stuck in the future without self-confidence! You will never succeed in this life. Therefore, we will work through this *secret code* to build confidence and quickly, a **real engineering in confidence industry!** Follow me in the next chapter to know more about confidence Engineering!

Before we finish this chapter, you have to write down all the previous qualities in a piece of paper or even on your mobile phone! Write down all the characteristics of **ALPHA** as points and then stand in front of the mirror before you go out to your work, meeting, *etc.* Remember that you will play the role and display these qualities today. You will walk, move, and act ... *etc* in the same way that **ALPHA** usually does.

You have to master these qualities and be away from **beta** qualities that we have mentioned in the beginning. You have to remember it so well, therefore, read this chapter several times, sum up all the qualities in a piece of paper as points and try to remember them!

CHAPTER FOUR

INSTANT Confidence Engineering

Internal Unlimited Self-Confidence!

We talked about the body language and its importance in any conversation, as well as about the qualities of **ALPHA** person that you have to be so in the event you want to become an expert in persuasion. Therefore, we now need to acquire this confidence that will make you a real **ALPHA**! Without this unlimited, boundless self-confidence, you will not be able to become an **ALPHA** person! Thus you can never, I repeat **never** convince someone of anything, If you do not trust yourself, as we will explain later. You will not be able to carry out and execute any strategy or any *secret code* that you are about to learn here. It is all about believing in your abilities and potentials. We will learn here how to obtain and build that in a very unique way!!

I want to repeat the following once again, This guide contains the most dangerous *secret codes* that you did not hear about them before and you will never hear about them in the future. These codes will enable you to penetrate the minds of others and control them to get the " Yes" that you are always looking for. However, before you learn any strategy, you have to care much about yourself infrastructure, so I have initially presented these chapters for you to get you ready and prepared to start working. With this chapter, we get to the end of the construction (building) phase of instant confidence engineering through one of the codes - believe me if I tell you - it's the most dangerous *code* at all, because it is alone will change you your life style!

Let me ask you: When you see someone coming to a restaurant, for example, you and others can see the amount of self – confidence displayed by this person and everybody feels that confidence even

without that this person speaks, my question is:

Where did this person get this confidence from?

Was he born as being so? Or was the reason that his parents encouraging him on everything he did in the past? Is it because others trust him? Or is it because of his fame during school or university days? Which came first? Is it confidence or life and personal style?

Fortunately, self-confidence is not something that we are born with, it is not something that some of us get and other do not. It's those experiences and components that make our personalities. Yes, your parents did not encourage you through the stages of your life, you were not known and famous at school, yes, nobody around you cares who you are, and you did not have a lot of unique features and qualities that you really enjoy. The amazing thing about this is that it does not mean anything now and that is why we are all here to learn the instant confidence engineering as we are going to work through a productive and constructive process to build unlimited boundless self-confidence. But before you start reading, you have to give me a promise or even swear to Allah that you are going to do so, i.e to build your self-confidence! You have to do it by yourself, I cannot do it for you, and you have to work a little bit harder on this. Nevertheless, whenever your mind tries to stop you for any wacky reason, you have to remember how much you have suffered from a lack of self-confidence and how you experience that no one cared about what you said! How many people were able to pass through you without even notice you as if you were transparent? How much you get tired from hearing the word (No) to anything you want in this life, how much you hurt your neck from looking up without getting to anywhere. Remember this always. You will not look at the top anymore because you will be there ... you are not anything ... you are not among the millions of people ... You are the white dot in the black page ... You clearly exists ... To have influence ... you ... you commander and no one else!

The Secret Injection Code

As we have just said, that self-confidence is simply the glasses worn by your mind. If you are the leader of the nation and you are wearing the wrong glasses, you will never succeed. What is amazing here is that you can take off those old glasses that stuck with you throughout the past stage of your life and that you saw the world as being a person who does not have any self-confidence and trying to cover your weaknesses with qualities mentioned before as a **beta** person! With new glasses to your mind. Therefore, confidence is an idea that you draw up in your mind! You repeat this idea over and over, day after day to **INJECT** into your mind, so you're conscious and subconscious will believe it as a fact!

Since ancient days, specifically of the Romans, everyone believed that the human body could not run for a mile in less than four minutes! No one could do it, until 1954 when someone named (Roger Bannister) ran that mile in 3:56 minutes. In fact, he did that by practicing it for so many times in his mind before that special day! His body was over sweating that day, he felt the air breeze, and then he ran that mile in less than four minutes. He actually did that in his mind, he made it possible in his mind, and when his subconscious was convinced his body could do it, he was actually able to do it in reality!

We have talked about this! You can **INJECT** your subconscious with what you want, and with just repetition, your subconscious will be convinced with what it was injected (**Belief**)!

Repeat now! I have a wonderful memory; I can remember phone numbers easily! Repeat this for (40 days), your subconscious will be completely persuaded that your mind can easily remember numbers.

I was not convinced of this at the beginning, I repeated some things, but I stopped some time because I thought that is crazy. But in fact, speaking to the self positively is one of the best ways to make and build your personality and character. Do you know that before any meeting, I imagine this meeting in my mind and on my way; I imagine how everyone will be persuaded with what I am going to say. I imagine the smiles on the face of the client; I imagine his compliments about my strong character and how much he enjoyed my presence. I imagine myself as a friend to this client, and imagine how he is going to sign the contract at the end; and certainly the contract is signed! Yes, I do not need forty

days to get it right now, because my subconscious has become ready to be **INJECTED** with what I want!

Studies have shown that the **forty days** is the time period that the subconscious needs to be completely convinced of a piece of information as a *true fact*, a theory or a law if repeated daily! Haven't you heard the old proverb saying, "*whoever lives or deals with people for forty days, he will certainly people becomes one of them?*" Strange, funny, but totally true!! Could you know now from where did you get some of the qualities of your character, you were talking to yourself, you have been injecting your subconscious with negative information about yourself! Now, you can see the result. You were not aware that you did it, but your subconscious has placed it as a law!

The Secret Injection

It is the most dangerous *Code* at all! You now have the key to the universe, certainly the key to the universe, because you have the method or technique to make things, to change or develop yourself and even those around you. Imagine that you have the ability now to delete all the qualities that you do not like about yourself and put what you want it to be in its place; the sky is your limit and boundary! But is this so simple to that extent? Yes, and why not! The change is simple, but you have to stand up, get ready and start to work! Your mind is like a computer, you have to program it, erase the old files of information, replace them with new and updated ones, and your mind will simply operate based on the new **updated version**. The great thing about this upgraded version that it will become more susceptible to change in the future, has the flexibility necessary for radical and fast changes you cannot imagine now!

I always imagined things to that extent that I thought I might be crazy; I imagined the successes that I will achieve, make the story talking to the characters about in all the details; conduct a full dialogue, conversation! Those characters were impressed at me making me feel full of confidence. I was drawing my character the way I want; day after day I did not ever know what I was doing, I was making my future character without the slightest piece of information ... but I believed it ... I was sure about it at the first job interview in my life!

I graduated from the University a Communications Engineer. All my colleagues were looking for a job as an engineer at the sites or in telecommunications companies as well, I was doing the same thing too! But in the first interview, the Human Resources Manager asked me, "Where do you see yourself more effective and productive in our company?" The answer was quick without hesitation: "**In sales**". He asked me with a smile, "Why?" **I said: I am an expert in talking to the others!**

Was I an expert? Not at all, did I know anything about sales? No, No No!

Yes, I did not succeed in sales at the beginning, but this was not important! What was important is that I was convinced of the idea that **I can talk to others!** Where did this idea come from to believe so? I did not know at the time, but I know now! It was those fantasies that I made when I was a kid, It was all those meetings that I've made and how I imagined myself as being the manager or director of the company, talking to the staff whom I fabricated their names and personalities!

The most dangerous discovery at all! Psychologists say:

“ The mind (subconscious) specifically cannot differentiate between reality and an imagined fictional story if accompanied by some of the sensations and emotions! ”

You are now at the most beautiful beach in the world in the morning, standing barefooted on the sand, you can feel warm soft sand, hear the sound of waves, feel the breath of the air touching your face; Imagine yourself now! What are you wearing? Imagine your hair moving, walking on the beach!

If you can focus and try to feel the mood, your subconscious be convinced that you feel so. Since the subconscious have had previous information from millions of sources that when a person walks on the

beach, hears the sound of the waves and inhales the fresh morning air, he will feel psychologically comfortable. Now, your subconscious makes you feel the same psychological comfort while you are at home and not on the beach! Therefore, I can feel any sense I want if I can imagine it. This is AWSEOME ! As I said, **the sky is your only boundary!**

You are not crazy but on the contrary, you are the wisest of wises now, because you have the only key to change. You are the only one in this world who can now change! You own yourself, no one owns you. You are in control of every piece of details of your character! You are what you want to be now!

Talking to Yourself

Yes, you will start talking to yourself, every day in every second of your life, but you will talk in a different way than you usually do. You are going to talk positively even if it were not true information, you will continue talking until your subconscious becomes convinced that it is true and correct, and there is no doubt about, neither should it be argued about. The subconscious does not analyze the information it receives, rather it only stores it! Before we begin, you should know how to talk to yourself through the following laws:

1. Information must be positive in all cases and conditions.
2. The information must be accompanied by feelings.
3. You must prove this information by facts.

First, the information should be positive:

“ I am a wonderful person.”

“ Oh God, I have a beautiful body.”

“ How I am privileged when I walk.”

“ I'm the only person among my friends who has absolute self-confidence when talking to others.”

Stay away from the negatives even if they were true:

“ How stupid I am, why I didn't tell her that I loved her.”

“ I'm very shy when talking to others.”

“ I cannot get up on my own.”

You are not stupid, neither you are shy! Yes, you can wake up on your own, but the *injection* of this information in your subconscious day after day made it a real. Therefore, we will now completely stop injecting any negatives. Just simply stop it. No more negative information or facts after today!

Second:

The information must be accompanied by feelings, try to attach some feelings and certainly positive ones to your statements about yourself with: "I love my wife", try to feel this love now, how? By trying to figure out those feelings; how do I love her? Does my heart beat now? What a beautiful feeling of love! I miss her, I love her now. You will find that you can feel it!

Third:

You have to support what you say with facts:

Standing in front of the mirror. Yes, you still see the fat, it is still not changed; stand up and say:

“ I've become thinner this week,” and your subconscious will respond immediately: “ Heck! What are you talking about? Don't you see the fat? Are you crazy? ”

Your mind will fight back because it is accustomed to it. You have not downloaded the upgraded flexible version and your mind will confront you with the negativity immediately. Therefore, you will provide it with some facts!

“ I've become thinner this week, I did not eat a lot of fast food this week.”

You are still fat and obese, fat is still there, no change! However, the mind does not understand this, it will try to do so, you have to repeat this

information, the mind will believe it, the program will change, it will prepare your body to change and you will become thinner!

Believe it or not! I've done an incredible miracle myself that the nutritionist did not believe even the gym's coach and all people around me when I was able to gain weight more than **25 kg** within six months!!! I was very thin; my weight was between 58 and 62 kg over the years. I tried all kinds of dietary supplements and medicines of appetite, but they did not work and my weight was still the same. It bothered me a lot though I do not feel hungry. I used to eat a meal or two only a day at the most, until I was completely convinced that I will never gain more weight, the reason was that my body does not accept the increase! However, when I discovered while this code, I decided to start the experiment, I will **INJECT** my brain with information; I have nothing to lose !

During six months, my weight became **86 kg** to the extent that the coach at the gym was still convinced so far that I have used hormones taken by athletes though I have never used them. All I have done is that I have convinced my subconscious that I can increase my weight up to 3 kilos every week. I have repeated that and after exactly two weeks, I found a big difference in my style to eat and the quantities of food I can take. I used to eat only two meals a day at the most, and I did not have the appetite. When I began that process, Information injection process, within two weeks my body began to work in a different way, my stomach started to ask for food; lots of it every 3 hours and then my weight began to increase. Within six months, I gained 25 kg and in fact even more!

What actually happened?!

I was talking to myself that I could increase my weight every day; it was an idea that crossed my mind, no more. I added some emotions and feelings to it, I felt more confident. If I increased my weight, I will become more powerful, more handsome, and I will be successful. I feel happy now! My old mind confronted me with all its strength that my weight has never increased in, I'm still skinny as I am, and what I'm doing is very ridiculous, so I decided to provide my mind with the facts. All I did was that I used the wrong scale that was adding weight, but I did not know how much the increase was. When I started, I was in the range of 59 kg ... but I did not know exactly; was it 59, 60, or 58. . I used the old scale

that always gives a wrong reading of the weight. I know it is wrong, but I did not know the error rate or percentage when I used it. My weight was 62 kg, I said to myself: "Wonderful I could increase my weight 3 kg this week!"

Finally, I felt joy and I could provide my subconscious with facts, it could see the figure 62 kg, and then began to change. The subconscious is sure that this figure is wrong, it was able to fight and say out more than loudly, " You are still 59, this number is wrong, this scale increase 3-4 kilos over the correct weight, but I decided to continue. After a short period, this voice began to disappear little by little until the subconscious reached the stage of completely believing it due to connecting feelings with my will and determination to gain weight. My mind was in complete silence state. When I was on scale to check my weight, I swear after 4 days it was only 64 kg ... Oh my God ... this is what my mind said! "He is actually gaining weight", and this is what happened, my body and my specifically stomach start working quite differently. I started to eat 7 huge meals a day. After 6 months, I became 86 kg!

Magic Trick!

At the beginning of the use of the injection method, you can use the same phrases and style, but instead of saying:

" I am an intelligent man ", Say: " You are an intelligent man ".

When you say it this way, the subconscious will think that it hears this sentence from someone else, and thus it will not resist or fight the validity and the truthfulness of the sentence which will be immediately stored in the subconscious!

The trick that I use always is: I always imagine that a celebrity is doing an interview with me, and during the interview, the famous announcer or interviewer starts by mentioning the most beautiful things about me, " You were wonderful today, You have dazzled and impressed everyone, Your speech style is interesting, how do you do that? "... etc.

Imagination

Now we will begin activating your imagination. If you are like me who has

always an active imagination, this is good. Share your imagination just for enjoyment. Now, I want you to go and sit down in a quiet place alone. Turn off the television and mobile. Sit down in the place where you feel completely comfortable and relaxed. Now I want you to imagine yourself standing in front of the mirror, wearing a new formal suit. **For men**, choose black, **for women** a dress of your dream... you dream of owning, try to imagine it now and you imagine that suit, shirt, trousers or tie. You are now in front of the mirror looking at yourself with the most beautiful posture you have ever known; spellbinding, charming, and sexy. You have a wonderful body that you need to imagine it now, you have a wonderful body! Now you're smiling at yourself in the mirror. You admire yourself! Smile now ! For ladies, look at yourself, you're so charming, sexy, oh my God! Fantastic, beautiful and gorgeous smile to yourself. You have a body of your dream, you have that dress! Isn't that wonderful!

Now you can see your room in the mirror. Imagine the room details as you dream it to be. Take your time drawing that room. Put whatever you've ever dreamt to have in your room. Now go out to the hall, to the living room; turn off the giant television which you've dreamt to own. See how rich you are, you have the home of your dreams. Go to the kitchen, bring something to drink. How does your kitchen look like? Now, go out to the balcony, clear sky, nice atmosphere, a breeze touches your face, drink your coffee, tea or juice, whatever. Close your eyes, sigh, and smile! You have to go out now. You have that concert that you need to attend, go out of the house. What is your car? Choose your car, Is it sports car, or four-wheel drive car "SUV"? What color!

Start your car off, go at top speed, the streets are empty of cars, set off with all your speed. The road is straight and wide. You are at a signal light; pedestrians around you looking at you, you can see from their faces that they wish if they were in your place, and all of them are looking at you smiling. The traffic light is green, move now! Move quickly now, listen to the sound of the engine, do you hear that echo caused by the engine in the street?

Now, you arrive at the concert in one of the luxurious hotels where there are a lot of people outside. When you arrive, they start looking at you, receptionists hurry up to welcome you, greeting you with, " Welcome Sir,

Welcome Madam”, open the door for you. They know you; you give a tip to one of them. Everyone at the hotel knows you! The hotel receptionists greet from afar, the hall manager approaches you quickly saying, “Welcome”. You own the place! Let him talk to you and then he will lead you to the concert hall. All doors are open for you, and you stand in the middle!

Imagine the golden doors open for you, wide doors, you can see the place now, hundreds of people are waiting for you, and the elite of society are talking to each other. A woman is approaching you. Everyone wants to talk to you and you are walking in the middle greeting everyone. You can see the admiring glances of those around you, in the eyes of many people! You are famous! You immediately proceed to the podium! See how you are walking in the middle as if you own the place. Everyone looks and smiles to you, everyone wants to be like you! You are gorgeous, wonderful, rich, entertaining, and cute. You are at the podium behind the microphone, start talking and everyone is listening to you. You are funny; you talk for hours in any subject you want! Look at yourself, how much are you full of confidence, everyone is listening to you, clapping, and admiring your opinions!

Have you noticed how to make appropriate imagination? By adding real details to the story, adding emotions, the names of the characters, all of your positive traits, *etc.*

Now, are you ready? Let us start with the secret code to build **unlimited and boundless self-confidence immediately!**

This code has been developed by some of the members of the Secret Circle in hypnosis and the secret science of persuasion, and it is hidden called **THE EMPEROR!** This *code* is characterized by the ability to provide a tremendous amount of self-confidence immediately when needed! If you are going to an important meeting or an appointment to meet someone, this *code* will provide you with unlimited ability to self-confidence! The great thing about this *code* is that it works in a fast way that is beyond imagination closer to the magic. Not only this, but also working on building up the infrastructure that you always need, it is not instantaneous, but it will work forever!

THE EMPEROR CODE

As we have previously said: You have to go to a quiet place, turn off the TV, and switch off your mobile or anything distracting you. Sit down in a comfortable place for you, turn off the lights if this makes you feel more comfortable; Are you relaxed?! Now, I want you to think of something that hinders your life permanently; something you think you that if you could get rid of it, your life will be better, such as feeling very shy when talking to the opposite sex, for example, excessive jealousy, laziness or procrastination, or anything special you think that it stops most of your life and you wish to get rid of it now !!!! I want you to think of it very well. Imagine it, clear your mind of everything else and make this thing occupy your mind. Think about it and remember how painful is the feeling ! Please concentrate on this! It is going on in your mind right now and this is good!

Now, I want you to move to one day a year from now. You are still the same person, no change, and that thing is still hindering your life. I want you to imagine how painful that feeling is. You are still as you stand at this thing, It prevents you from being different, and you hate it! You hate it!

Now, five years have passed, you are still the same person with same problem, Damn! You are still in the same job that you hate because of this thing, you are still surrounded by people whom you hate, and your dreams have not been realized yet. All of this is because of the thing that prevents you from achieving anything. I want you to feel the pain that accompanied you throughout these five years because of the existence of this thing. How many opportunities have you, and how much have you suffered of bad experiences that are still hurting you, what do you feel now ? Are you happy with the five years that have been lost without doing little or nothing because of this killer feeling?

Twenty years have passed, and now you are standing in front of the mirror, looking alone at your face. Look at those wrinkles that started to appear; Look at those white wisps or curls of hair that are increasing. Your face is becoming paler and paler than before. You are still the same, you have not changed. This thing is still ongoing in your head. It

hurts you like a knife; It embitters and ruffles your life every day in every second. You are standing still in front of the mirror, moaning and weeping over your bygone luck and fortune. Your chest really hurts as if an elephant is sitting on it. This thing is wasting your luck day after day, and you are living with full remorse inside you and how many opportunities have you missed. How many people gave you hurt because of those convictions and beliefs, are you happy? Are you proud of yourself? Do not hear an answer to this question, because you are not happy, and you did not do anything to change!

Over forty years later, you are sitting outside your old house, looking at the street in one of the narrow quarters, holding your cane or walking stick. Those wrinkles are carrying an enormous amount of pain that you have experienced and you are still experiencing. What a pity! Why haven't I changed? Why didn't I stop? I lost my life, I did not do anything, where are the people around me? They have gone away! You sigh voicelessly.

You wish to go back to change, but you cant , you are helpless, sitting on the chair, full of remorse for what you have missed in your life because you did not stop, you did not change! That thing is still there in your chest, in your mind!

You are on your deathbed; you can barely open your eyes, catching your last breath. No one is around you; you are alone in that dirty room. Remember the days and the years that have and you did not do a lot. You are still the same person bound and enchained to those ideas and beliefs that prevented any success knocking at your door! You wish that you could come back. You only want an opportunity, one chance! You vow to yourself that you would change if you come back; you will never ever sit on your hands doing nothing. You will not stand idly watching your life wasted aimlessly. You will swear to Allah that you would stop this thing now. You are calling for help to come back, but no one will do it for you, it is over! You had the chance but you missed it. You can see a tear of remorse trundling slowly over your cheek telling the story of your pain, burning something of your body in every step in your life, and you close your eyes slowly, your life is over!

Wake up now, look at yourself. You are still here, in the present, nothing

happened to you. You still have that opportunity, you did not die, you did not regret it, and you did not lose anything yet. You swore that you only need a chance; your breath becomes stronger as if you come back to life again, you feel overjoyed because you get the chance to change! To get rid and discard all those ideas that almost kill your life, a life that was filled with remorse and helplessness! Get rid of it once and forever! Now, waves of ambition are sweeping your life, you will live your life only once, just once. You will seize the opportunity to live your life differently than ever. Make every day as it is the last day of your life. You want to stand up and do something now, you want to get out to life; apologize to those whom you made mistakes against, and accomplish what you always defer and procrastinate! Do what you have always dreamed of doing. You are now a child and you still have life to live, it is not over yet! Therefore, we have got rid of the pain accompanying those ideas or beliefs that have always stopped and hindered your life. You threw them away!

This strategy is called **Traveling through time!**

You've traveled to see yourself carrying those beliefs and ideas, you saw yourself regretting, burning with sorrow, looking for a way to come back to get rid of that nonsense that has stopped your life! This strategy is one of the most successful ways to get rid whatever stops your life! Now we will move on to the second stage:

Feelings Releasing and Freeing Strategy

If you have not heard of this strategy before, it is expected that you will be surprised of what I am about to ask you to do. This is OK and normal. You will feel some strangeness, weirdness, and disbelief, but believe me; you will not lose anything if you try. You will see the difference immediately and you will not lose anything. The outcome of releasing or freeing feelings strategy by clicking or tapping with fingers extracting those negative feelings and relief your body from them!

Remember in the first stage! We started by focusing on those feelings or thoughts that prevent you from achieving your dreams, prevent you from moving forward, such as laziness or shyness when talking to the opposite sex ... etc The reason for this is that the pain of perceiving

these feelings is only a repressed energy inside our bodies, no more! For example: Have you ever felt before when parted or separated from someone you love, that there is a great tight inside your chest, as if a mountain sits on it ??? What is the relationship between emotions and that feeling of tightness and discomfort?

Therefore, these feelings are only repressed energy inside your chest with no way out! Emotions are only moving energy within us they are the energy inside you that your mind gave them wrong characteristics. Because they repressed inside you with no way out, you feel this pain or that negative energy inside you, you feel this pain when you think of these ideas since they are linked with what your mind is saying,

“Therefore, if we can reprogram the mind to give this energy positive qualities, we will be able to transform those suppressed emotions or negative energy or pain to anything we want ... true! ”

Energy is energy and it is not positive or negative, what do you think if we transform it to immediate confidence? In the end, it is just an energy that does not differ from any joy or ambition or admiration or impression since the mind is giving it the qualities. Therefore, we are going to change these qualities given by your mind to this energy in order to turn it into what we want; to an Instant unlimited confidence! Therefore, we will use **freeing and releasing feeling strategy** to liberate those repressed negative energies and take them out immediately!

I want you to choose a negative idea that you and want to get rid of it now:

For example, “ **laziness and procrastination.**” Of course, you can choose whatever you want, think for a moment of anything you want to get rid of it now, of anything you want to throw outside your body. Take

your time, are you ready?

I will start asking you a question and take your time in the answer with concentration, but you have to answer loudly that you can hear your voice as if you are talking to me!

1. What is your feeling now, describe it for to me?
2. Where do you feel it inside your body?
3. How many degree you can give it on the scale from 1 to 10?

(1 is the minimum) (10 is the maximum)

Now I have made you more aware of that feeling and that negative idea that you want to get rid of them because they are painful!

In order to free and release this energy and turn it into a positive one, we will do so by **clicking** on some parts of the body that represent the nerve endings. Doing as such will enable us to free and release this energy. However, before we start, we need to make our mind identify where does this energy precisely exist by defining the **starting point**! You have to find (The chop point) in Karate in the picture below:



Now, I want you to deeply focus on the negative idea that you want to get rid of; concentrate very well on it, it is as in the example (laziness and procrastination). I will focus on it, I would feel how much pain in my body when I think about it; this kind of laziness that prevented me from achieving any success so far.

Do it now! Focus on it or on any negative thoughts you have chosen. Now try to feel exactly where you feel upset inside your body, focus very well, and think where you have that feeling now. Now, tap the chop point at the top, while contemplating this idea, tap it with two fingers; tap it while you are still thinking of this idea. Make this idea the only idea in your mind and tap on that point in your hand.

When you tap that point, you stimulate your nervous system to shift its focus on that point only! Continue tapping with two fingers and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely!

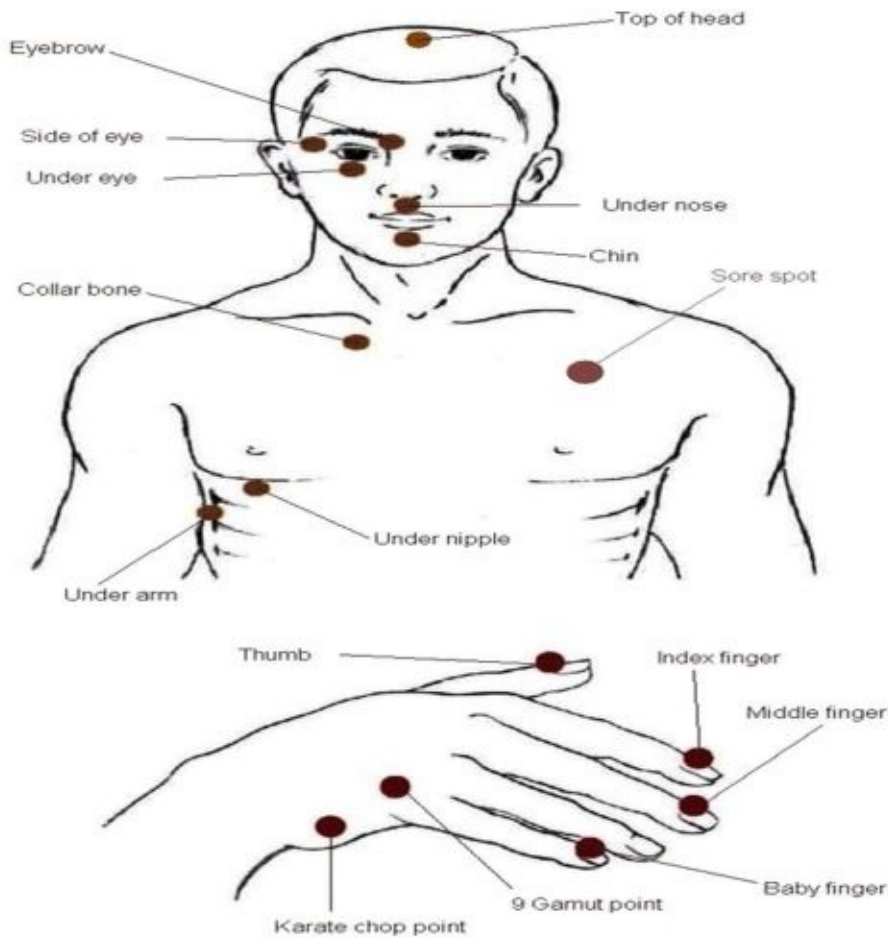
Say it with a sense, as the mind needs that sense!

Although I have this feeling, I deeply and confidently accept myself completely!

Try feeling that you accept yourself and your personality completely in spite of the existence of this negative idea in your mind! Let us do it a third time now: Tap that point and say with me loudly and with a sensation:

Although I have this feeling, I deeply and confidently accept myself completely!

Now, we will free and release that oppressed energy in one of the nerve channels by tapping the nerve endings in your body, and you can recognize these nerve endings through the following image:



They are as follows:

1. At the top of the head
2. The eyebrow side
3. The side of the eye
4. Under the eye
5. Above the upper lip – Under the nose,
6. Under the lower lip-the chin
7. Upper chest
8. Underarm area of almost 4 inches
9. The four fingers in the picture
10. The area between the pinkie (little finger) and the ring finger at the top of the hand

These the nerve endings through which we will free and release the

negative thoughts and get out this energy from the nerve channels. It does not matter which side you are going to tap, i.e the right or the left; you can do it the way you want. In addition, it does not matter if you tap the same point precisely, or near it since they are all connected!

Let`s start! Now I want you to focus once again on that negative idea that you want to get rid of. Please concentrate completely on that idea and determine what that feeling that you have now is. Where does it exist in your body? Remember the last time you felt this painful sensation. I want you to determine how much painful is this on a scale from 1 to 10. Let us say that your answer now is 10 (very painful)!

Now, we will focus the nervous system on the karate chop point by tapping with two fingers as we have previously done, having the same painful feeling. Continue tapping with two fingers and say with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Repeat this sentence once again if you do not feel it deeply inside you, say it with all your senses!

Although I have this feeling, I deeply and confidently accept myself completely

Now we will move to the point (1) at the top of the head. Start tapping with two fingers as we have previously done and say it loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, the point (2) at the internal side of eyebrow, start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

And now point no.(3) at the side of the eye. Start tapping with two fingers as we have previously done, and say out with every sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, point no. (4) under the eye, start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Next is the point (5) between the upper lip and nose. Start tapping with two fingers as we have previously done:

Although I have this feeling, I deeply and confidently accept myself completely

Then, No. (6) on the chin under the lower lip. Start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, point No. (7) on the upper chest. Start tapping with two fingers as we have previously done and say out loudly with sensation with me:

Although I have this feeling, I deeply and confidently accept myself completely

And then point number (8) under the armpit, 4 inches away. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, at the tips of the four fingers immediately after the nails. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Finally, point number (10), between the pinkie and the ring finger. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Well, now take a deep breath from your nose, and exhale it strongly from your mouth. You can close your eyes while doing so. Try to fill your chest with air. Now try to focus on that idea again. You will find that it become less, maybe 5 or 6 on the scale from 1 to 10. This is because we in fact freed and released all the repressed energy inside your nerve canals! Now you are probably still feeling some pain accompanying that idea. Yes, but with much lower concentration though it is still there. Therefore, we will do the above steps again! You can try the opposite side of your body, for example, instead of tapping the right the eyebrow, you can tap left one, and so one, the choice is yours!

Now, let's start again :

Now I want you to focus once again on that negative idea that you want to get rid of. Please concentrate completely on that idea and determine what that feeling you have now is. Where does it exist in your body? Remember the last time you felt this painful sensation. I want you to determine how much painful is this on a scale from 1 to 10. Certainly your answer will be for example 4 or 5!

Now, we will focus the nervous system on the karate chop point by tapping with two fingers as we have previously done, having the same painful feeling. Continue tapping with two fingers and say with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Repeat this sentence once again if you do not feel it deeply inside you, say it with all your senses!

Although I have this feeling, I deeply and confidently accept myself

completely

Now we will move to the point (1) at the top of the head. Start tapping with two fingers as we have previously done and say it loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, the point (2) at the internal side of eyebrow, start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

And now point no.(3) at the side of the eye. Start tapping with two fingers as we have previously done, and say out with every sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, point no. (4) under the eye, start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Next is the point (5) between the upper lip and nose. Start tapping with two fingers as we have previously done:

Although I have this feeling, I deeply and confidently accept myself completely

Then, No. (6) on the chin under the lower lip. Start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, point No. (7) on the upper chest. Start tapping with two fingers as we have previously done and say out loudly with sensation with me:

Although I have this feeling, I deeply and confidently accept myself completely

And then point number (8) under the armpit, 4inches away. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, at the tips of the four fingers immediately after the nails. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Finally, point number (10), between the pinkie and the ring finger. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Well, now take a deep breath from your nose, and exhale it strongly from your mouth. This time, I will answer for you. You might find it difficult to feel that pain now, and if it is still there, it will not exceed 1 or 2 on the scale. In most cases, you will find it difficult to absolutely have had that feeling as if it does not exist at all, wonderful, isn't it? You have freed and released that repressed energy, but if it exists even in 1 percent, we have to do the tapping procedure one more time after which no more of that painful feeling.

So, let us start once again:

Now, we will focus the nervous system on the karate chop point by tapping with two fingers as we have previously done, having the same painful feeling. Continue tapping with two fingers and say with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Repeat this sentence once again if you do not feel it deeply inside you; say it with all your senses!

Although I have this feeling, I deeply and confidently accept myself completely

Now we will move to the point (1) at the top of the head. Start tapping with two fingers as we have previously done and say it loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, the point (2) at the internal side of eyebrow, start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

And now point no.(3) at the side of the eye. Start tapping with two fingers as we have previously done, and say out with every sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, point no. (4) under the eye, start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Next is the point (5) between the upper lip and nose. Start tapping with two fingers as we have previously done:

Although I have this feeling, I deeply and confidently accept myself completely

Then, No. (6) on the chin under the lower lip. Start tapping with two fingers as we have previously done and say out loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, point No. (7) on the upper chest. Start tapping with two fingers as we have previously done and say out loudly with sensation with me:

Although I have this feeling, I deeply and confidently accept myself completely

Then point number (8) under the armpit, 4 inches away. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Now, at the tips of the four fingers immediately after the nails. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

Finally, point number (10), between the pinkie and the ring finger. Start tapping with two fingers as we have previously done and say out with sensation loudly with me:

Although I have this feeling, I deeply and confidently accept myself completely

This is good now! Take a deep breath from your nose and exhale it strongly directly from your mouth. Now I want you to try to find this feeling. In all cases, you will find it very difficult to feel. Remember, this pain was 10 on a scale of 1-10, and it is now even less than 1, this is great, isn't it? All we did is we have freed and released that negative energy that was repressed by removing it through the nerve endings!

Therefore, in the first and second phases, we were able to get rid of these negative thoughts and feelings associated with this energy, which have always stopped and hindered us from moving forward, stopped us

to achieve success in our business, in the search for a life partner, to seize the opportunity!

You cannot get self-confidence if these thoughts are messing inside you; you have to get them out. You can use these methods any time you want. The great thing is that you will find, after a very short period of repeated use, that they do not need long time and complete relaxation, but it will work immediately from the first time. Once you decide that you feel bad and need to free that energy by tapping, the subconscious will start working to immediately prepare and process to remove this negative energy and get it out. Now, let us finish the third and final phase!

Anchoring CODE

And now we will start to transfer that freed and released energy into a positive one and converting its characteristics inside the mind to positive qualities such as building unlimited and boundless confidence. We will work through a *secret code* that is definitely my favorite ... The Anchoring Code! We will talk about in details in a separate chapter later, though we need to talk about it now because we are going to use it here! Definitely, this code is going to be your favorite also for its unrivaled effectiveness, but to build confidence, we will work through using this *code*, to stabilize this confidence, and this freed and released energy and convert it to an indefinite and immediate confidence.

The Anchoring code generally works by *generating certain feelings and then marking and provoking it through an event that we control to retrieve those feelings!*

What does this mean? We associate certain feelings to an event and then retrace those feelings at the time of the event.

This has happened with all of us! Have you ever been in your car or on the bus and you heard a song on the radio and immediately went back to somewhere in time, for example, the day you met your wife. The day you met her that was the day you heard this song! Therefore, you have linked the song in your subconscious with those beautiful feelings that you felt the day you met your wife. As soon as you heard this song, you felt

immediately the same emotions that you felt before! Have you not seen a friend of yours whose face and features change immediately and feel bad when he hears a song. When you ask him, what happened? He will immediately tell you that he and his sweetheart or beloved one used to hear this song before they parted and separated from each other! Therefore, the unconscious can link a sense with an event. When I say an event, I really mean millions of examples such as a song, a word, a certain movement, a certain sound or voice, a particular scene, ... *etc.*

The Anchoring code works in a lot of persuasion strategies that we will talk about later, and here we will work to build an instant unlimited confidence using the secret Anchoring code by linking an infinite self-confidence with an event within your subconscious. Therefore, you will have a permanent **push of button** to press when you need confidence, it is impossible! Isn't it? I could not believe it until I tried it myself as it is always nice to try. I adopted a principle in my life; not to disbelieve anyone until I see the results for myself. Therefore, you will always find me experiment a theory or an idea, and you are going to do the same. You will have that strange ambition that always fills your body looking for anything new; for continuous self-development. Every day, you will become stronger and stronger until you become huge like a skyscraper!

Now let us start working to charge the body with instant, unlimited, and boundless confidence using the secret Anchoring code.

Now, I want you to remember a situation where you had full self-confidence, a day when you were walking with your head up being full of self-confidence; happy with a lot of pleasure as if nothing can stop you. Try to remember those small details that day, how were you walking, try feeling that moment again, go deeper and deeper into that moment now, let your heart beat faster and faster. You will find that your chest becomes more spacious. You will feel as if your blood is boiling in your veins as it is flowing fast. Therefore, you feel that activity as if you are at the peak. Remember that situation!

Everyone had an experience someday where he was full of energy and boundless self-confidence. Recall that situation now; See with your own

eyes what you have experienced that moment, listen to what you have heard, live that moment as if it is now, and make those pictures bigger and clearer in your mind. Feel that strange sensation of energy circulating in your veins; make those feeling bigger, and once you make them bigger, eventually they will grossly become bigger and bigger like a giant inside you. Your heartbeat is getting faster and faster and you feel fantastic warmth in your body, an infinite, unlimited and boundless self-confidence. Remember that moment when you were at the top; you were at your climax full of ambition. Now, enlarge this picture, make it clearer and bigger. Feel that confidence and that feeling, and whenever you try to feel that picture, those feelings increase in your mind and become bigger and bigger. While doing so, I want you to touch your right thigh with your right hand and say (Yes).

Rub your right thigh with your right and shout out loudly (yes) while feeling all those images and pictures of confidence going on in your head. Whenever you say (yes), those images become larger and larger and you start feeling with unlimited strength. While you rubbing your right thigh with your right hand shouting out loudly (Yes), (Yes), (Yes), try to feel that word is coming out from your inside and you're at the top as if its echo is beating (Yes); and you still feel that confidence in that situation in which you owned the earth. You are shouting loudly (yes, yes, yes) while you are rubbing your right thigh with your right hand!

So, all we did here we connected those feelings of energy and confidence with that event (right hand rubbing right thigh). What happens in the subconscious that this event is associated with those feelings, just as what happens when you hear a song that is stored in your memory and heart; a wonderful feeling, isn't it? What will happen later? Whenever you rub your thigh with your hand and say (yes), your subconscious will place the sense of confidence or that situation in which you had that unlimited and boundless confidence immediately in your conscious mind. If you do it once or twice, you will be able to feel those emotions immediately and aggressively, just as happened before.

Now, let us do it again!

To stabilize and strengthen that feeling. Focus on that moment that you owned the world, focus on that unlimited confidence you have never

experienced before. You were at the top full of energy. Try to remember those small details that day; how you were walking, to try the feeling of that moment again, go deeper and deeper into that moment now, let your heart beat go faster and faster. You will find that your chest becomes more spacious; you feel your blood is boiling in your veins as it is flowing very fast. You feel that activity as if you are at the climax! Remember that situation!

Everyone had an experience someday where he was full of energy and boundless self-confidence. Recall that situation now; See with your own eyes what you have experienced that moment, listen to what you have heard, live that moment as if it is now, and make those pictures bigger and clearer in your mind. Feel that strange sensation of energy circulating in your veins; make those feeling bigger, and once you make them bigger, eventually they will grossly become bigger and bigger like a giant inside you. Your heartbeat is getting faster and faster and you feel fantastic warmth in your body, an infinite, unlimited, and boundless self-confidence. Remember that moment when you were at the top; you were at your climax full of ambition. Now, enlarge this picture, make it clearer and bigger. Feel that confidence and that feeling, and whenever you try to feel that picture, those feelings increase in your mind and become bigger and bigger. While doing so, I want you to touch your right thigh with your right hand and say (Yes).

Rub your right thigh with your right and shout out loudly (yes) while feeling all those images and pictures of confidence going on in your head. Whenever you say (yes), those images become larger and larger and you start feeling with unlimited strength. While rubbing your right thigh with your right hand shouting out loudly (Yes), (Yes), (Yes), try to feel that word is coming out from your inside and you're at the top as if its echo is beating (Yes); and you still feel that confidence in that situation in which you owned the earth. You are shouting loudly (yes, yes, yes) while you are rubbing your right thigh with your right hand. How do you feel now?

90%, you feel more energy. I swear that when I tried this for the first time, I could not sleep the night. I did it in the middle of the night before going to sleep, therefore I advise you to do so before you go to sleep, as your

body will be filled with energy and activity. Try this in the middle of the day because it is better since I do not want you to go to work tomorrow without sleep! Now, let us do it only one more time!

Focus on that moment that you owned the world, focus on that unlimited confidence you have never experienced before. You were at the top full of energy. Try to remember those small details that day; how you were walking, to try the feeling of that moment again, go deeper and deeper into that moment now, let your heart beat go faster and faster. You will find that your chest becomes more spacious; you feel your blood is boiling in your veins as it is flowing very fast. You feel that activity as if you are at the climax! Remember that situation! Everyone had an experience someday where he was full of energy and boundless self-confidence. Recall that situation now; See with your own eyes what you have experienced that moment, listen to what you have heard, live that moment as if it is now, and make those pictures bigger and clearer in your mind. Feel that strange sensation of energy circulating in your veins; make those feeling bigger, and once you make them bigger, eventually they will grossly become bigger and bigger like a giant inside you. Your heartbeat is getting faster and faster and you feel fantastic warmth in your body, an infinite, unlimited, and boundless self-confidence. Remember that moment when you were at the top; you were at your climax full of ambition. Now, enlarge this picture, make it clearer and bigger. Feel that confidence and that feeling, and whenever you try to feel that picture, those feelings increase in your mind and become bigger and bigger. While doing so, I want you to touch your right thigh with your right hand and say (Yes).

Rub your right thigh with your right and shout out loudly (yes) while feeling all those images and pictures of confidence going on in your head. Whenever you say (yes), those images become larger and larger and you start feeling with unlimited strength. While rubbing your right thigh with your right hand shouting out loudly (Yes), (Yes), (Yes), try to feel that word is coming out from your inside and you're at the top as if its echo is beating (Yes); and you still feel that confidence in that situation in which you owned the earth. You are shouting loudly (yes, yes, yes) while you are rubbing your right thigh with your right hand.

How do you feel now? Congratulations! You have a push of a button for instant unlimited confidence that you can get whenever and wherever you want!

To go one last step to stabilize that confidence and make it stronger and more instantaneous to achieve results that are beyond your imagination!

I want you to think of someone around you whom you do not feel confident being with him; he/she could be your manager, your friend, your husband, or wife, a member of your family. The key thing about this person is that you do not feel very confident being with him or her. Now, I want you to remember a situation where you did not feel very confident being with this person. Take your time, think and try to remember that situation; and now I want you to imagine yourself in the cinema hall sitting in the last row just alone by yourself. Now, let us display that situation on the huge screen in front of you. Try to look at it as a movie film. Make the conversation that took place between you and that person in that position loud enough so it can be heard. Look at yourself in front of this person; see how this person behaves and how you felt. Imagine yourself as if you lack self-confidence in front of this person. How did you react and how were your body expressions; how was the voice of that person, how were you talking. How does the movie on the screen make you feel about yourself now? How do you feel now and the person (you) on the screen is acting without any self-confidence with fainting voice. Now, describe your feeling about that person that you see who is actual you, but before now! Continued looking!

Moreover, see how that person is talking and looking at you, and how your self-confidence becomes weak as if you have no confidence at all in front of him. Now, I want you to imagine that during the conversation with that person that you become larger in size than and he began getting smaller until he became the size of a baby. You are still standing in front of him, but you become ten times bigger than him.

He has become the size of an infant baby, make him wear baby clothes, and now look at him how foolish does he look. An adult man or woman is in the size of an infant baby wearing baby clothes! He is still talking to you and trying to shake your confidence, but now he is so small in the size of a baby, with baby voice, and you find what is he saying is so

funny. You are ten times bigger than him to an extent that you find it difficult even to hear his voice.

Now, you are twenty times bigger than him, very huge as if you were the size of a twenty-story building. This person in front of you became the size of a small bird, and he is still wearing baby clothes, still talking, but you cannot hear what he is saying because he has become too small, his voice cannot reach you because you are so high for him. Look at him and see how he seems insignificant in front of you and how he seems foolish on those clothes. He is small and you look at it from the top, you have all the strength and confidence and he is very little to affect you in anything. He is the size of a small bird in front of you. How do you feel now and you barely see him? You are bigger than he can affect you. He is the size of a small bird with baby clothes and a voice that you barely can hear it or understand its content!

Now I want you to notice how your feeling now has changed regarding that situation that happened between you and that person. You are now more confident of yourself, so when you control those images and directed the film on your own style, you got an instant confidence with just a push of a button; and that is not all. I will make that feeling grow more and more! Now I want you to see yourself on the screen growing more and more to become the size of the tallest tower in the world; Burj Khalifa in Dubai, UAE!!!



You are now standing next to the tower and put your hand upon the top. You are taller than the tower now, look down; you are bigger than anything, anyone, and everything beneath you, and all people below. Look at the cars and people as if they were a swarm of ants walking; Look at your strength, nothing can hurt you, because you are the biggest and the largest. No one will be able to affect your confidence and your strength by a word or even a glance, because you have become very large and huge and you can with a puff of air out of your mouth blow them away in the air!

You are very huge, you feel that power now. Look at yourself on the screen walking between high buildings as if they are small toys below. Now I want you to stand up and go into that screen in front of you, so you become so huge like Khalifa Tower. I want you to walk in the streets, looking down and notice how much big your feet are. Look down at people and see how much small they are as babies, you can barely see their features. You feel that you have that excessive strength while walking whereas the city, all streets, all buildings, and all people are down below you. Now, you will laugh loudly. Look at your laughter how powerful it is, and how it will be transformed into a huge echo that shakes the whole city. Laugh and see how everyone will be afraid of the echo of your laughter. Now look down among the crowds to find that person with whom you lost your confidence before. I want you to see how much he is afraid and shy now. He is the size of an ant, and you look at him from the top barely seeing him. I want you to pick him up with your finger, put him in your hand, and look closely at him. Now try not to feel that confidence, while you are with him; **you cannot lose your confidence anymore!**

How is that though he is the size of a scared ant, and you are so huge barely seeing him or hearing his voice? Now, with the feeling of all that power and self-confidence you have now because you're so huge, I want you to rub your right thigh with your right hand and shout out loudly, **(yes)**, listen to your voice, yes, you are the biggest! This person in your hand is now scared and timid since he is the size of a small ant in front of you, helpless! You have the unlimited self-confidence. Nothing or no one from those below you can affect you now. **You are a giant.** Rub your right thigh with your right hand and shout out loudly, **(yes), yes, yes, yes, yes, yes!**

What we have done here is that we connected that confidence that we produced through this film with the confidence that we have obtained in the previous step and then linked both of them with rubbing the right thigh with the hand. Now this event has become a push of a button to a bigger and stronger confidence than before. You can also make this confidence bigger and bigger. Wherever you feel confident in any day, and you feel full of energy, you can connect it with rubbing the thigh with the hand so as this movement or step becomes stronger and stronger. Certainly can choose any other movement or any song that make you feel with energy. For me, I always adopted one of the old songs (I am a man) of the seventies as I felt when I heard it for the first time in one of the films that I was full of energy and confidence. Therefore, whenever I need to boost self-confidence, I start to chant the song.

Therefore, we talked about strengthening reinforcing confidence in many forms in this chapter. I want to say it repeatedly that you are not going to get anything you want in this life without **self-confidence**. Without confidence, you will not be able to stand on your feet to seize that opportunity, which will open the gate for your successes.

Before we finish, I shall give you a small gift! Another *secret code* I never intended to talk about in this guide because it is a personal experience never being shared with anyone. However, I decided finally to share with you with some reservations, because this *code* requires complete attention and high concentration, and to be used only a few times and then refrain from use it whenever you feel better and achieve the desired result; because it simply demolishes the old personality, and build from nothingness a new different personality! Therefore, may I have your attention, please! I hope anyone who intends to use this *code* to communicate with me via e-mail, with comments and remarks on the results obtained!

The Other Face Code

This *code* requires high concentration, so I want you to go to a place where there is no one but you for 15 minutes. Stay away from any source of distraction and noise. Bring a pen and a blank piece of paper and put it

on the table in front of you. Now close your eyes and remember a situation where you hated yourself the most, you felt more ashamed of your actions and behaviors, and you wished that the earth split and swallow you. You hated this character and wished you could change, what were you wearing, and then focus on that situation. Look at it as if it is happening now, move it to the cinema screen. Sit down in the back and watch yourself, in situations that you hate more. Look at this character on the screen; look at it very well, and see how weak and bad it is. Look and see how this character behaves without confidence, how foolish he is, how he wears his clothes. Now I want you name this person fool or stupid!

Give this person (who is you but before), whom you are looking at on the screen, a foolish name. Now, look at him, make him wear stupid clothes; green shirt with orange pants and a yellow neck tie. Make him look foolish and stupid who never took a shower before, who does not know about the etiquette from the outside appearance. Now look at him, yes, it is you but before. Now he has a foolish name with shameful appearance and very funny. Look at him very well, and take a picture of his foolish shape, type it in your mind. Open your eyes now, grab a pen, I want you to write at the top of the page, the stupid name you chose, underline it. Now we have to write the characteristics of this stupid person, take your time writing. Put every detail you hate in your life in this crazy person; stupid, idiot, crazy, and coward who does not trust himself. Write as much as you want to, fill the page with every bad quality that you had in this personality!

Take your time! Do not forgive this person, he deserves it. He was the person who was an obstacle in your way of success, who prevented you from achieving your goals, he was the one who always destroyed your dreams; he was the absurd voice which wasted opportunities. You hate him! Write whatever you want, did you finish? Let us go back to that huge person, you! You at the size of Khalifa Tower, let us return to that stage now! I want you to continue walking in the city, I want you to go home, to your neighborhood where you live, and when you arrive home, I want you to stand in front of your house and try to see that small person, with foolish name and strange funny clothes. Look at him and see how much small, vile, despicable, and unworthy he is. Grab him with your hands,

place him in front of you, look at him and see him in the size of a small worthless ant. Now, tell him how absurd is he. Start reading from the paper, and tell him how much he is a coward and lazy. Read all the bad qualities that you wrote about this ridiculous person and see how his size becomes smaller and smaller. Tell him that you are no longer interested in knowing him, and he does not mean anything to you because he was a bad companion who never helped you. How much have you helped him, and how long have you kept him with you, how much have protected him from the difficulties that he has faced! It is the size of an ant, rather smaller than that. With all what you did to him, he is still making silly sounds in your head; he wants you stand still in your place, he wants you to fail, to lose everything in your life. Now crush him with your finger until he turns into a small grain of dust and then throw it away from your hand. He does not exist anymore; this treacherous enemy has disappeared who was tampering piddling with you life. Yes, he was too small but he was noisy, so you had to get rid of him now and forever!

This *code* has changed my life; I swear to you that after I carried it out honestly, I was able to do everything I have dreamed of. I became the person I wanted to be, I got rid of the nuisance of that silly small ant which was always beeping negative sounds in my head. It had disappeared forever, I am now free to live my life the way I want, and the **sky is only the ceiling for my ambitions!** Therefore, I decided to give you this gift which is one of the most secret codes. You did not and will not see this *code* anywhere else, because it is a purely personal experience! Before you fold the last page of this chapter to start learning *persuasion codes and strategies*, you need to implement this *code* now and take all the time you want!

PHASE#2

PREPARATION PHASE

The Charisma Code

OutCome Based Thinking Code

Secret Handshake Code

Creative Internal Space Code

“ Our greatest glory is not in never falling, but in rising every time we fall. ”

- [Oliver Goldsmith](#)

CHAPTER FIVE

THE CHARISMA CODE

Special Attractiveness

We finished in the previous chapters of the establishment of infrastructure needed to become a persuasion expert, that moving legend that inspires others. It's time now to start what you are looking for! The ticket into the world of persuasion and success! Let's skip the introductions and go directly to the *secret codes* and those strategies and techniques that you have never heard of before!

Hundreds of studies, that can be easily and excessively obtained, have spoken about the external appearance of the human being and its impact on his life and on others. A lot of these studies have shown without any doubt that the person who has beautiful charismatic external appearance is to be more exciting than others. Also these studies have proved that human beings as a whole consider and value the external appearance and give it a weigh through any relationship or any conversation between two people.

One study in the United States, in one of the major universities, showed that the female students who are considered beautiful very often receive higher grades more than those who are not considered beautiful or more than their male student colleagues. The lecturers who are charming and handsome are more convincing and useful for their students compared to non-handsome. Also, women who are attractive are more convincing and able to change the opinions of male customers in particular, compared to the influence of others who are considered ordinary in their external appearance. In another study has shown that workers in restaurants who have good looking appearance get tips more than others with normal appearance!

But when did this begin and where did we get this quality?

An interesting study presented some pictures of people to a group of infants. It has shown that infants took more time looking amazingly at the pictures of the most beautiful people compared to others. You will be astonished at the vast amount of these studies and researches in many fields, that certainly proved that we as human beings love to be around people with attractive external appearance, as we consider them more intelligent, healthier, stronger, more interesting, ambitious, and wealthier than others.

Is this true? Isn't this trivial? Does this mean if I don't look beautiful, shall I be considered, stupid, poor, and boring person? it's not fair, I do not control my beautiful appearance, I have been born like so, and the answer is both **(yes and no)**!

No! The less beautiful people are not necessarily less interesting people, and at the same time, the attractive people are not always the smartest, the most powerful and the healthiest! And **yes**, because this is precisely what the human beings subconscious is evaluating. If the external appearance is bad, the person will never get a lot of admiration from others and certainly this has nothing to do if you were born with a good looking face or not! In just a while, we will get to know **what is the attractive external appearance!**

External Appearance and paying it attention is merely absurd!

The human being is his internal, and his beauty is the beauty of the soul. Thousands of wisdom pieces and proverbs which are all true, and no doubt about their credibility talked about this concept. But we should not deny the fact that we love to be with attractive people more than being with others who are less attractive, and there is no doubt about this too! Therefore, we have to go back to the definition of the external attractive appearance, it is not only the good looking face, is not the beautiful body, not only those blown lips, not just the big woman chest like Hollywood actresses, it is not only the blond hair, and not only those green eyes and definitely it is not only that expensive suit ! It's all of these together!

The subconscious defines the external attractive appearance *is being*

person (male / female), who possesses certain qualities and details together or alone by itself!

The great thing about this subject is that these details are in your hands and you can completely change them or add them to the external appearance whenever you want. They are at your disposal and discretion, and if you do not have a good looking face, this is not a problem! It does not really matter! You have the *secret strategies* that we are going to learn now, as those *strategies* know how the subconscious thinks and determines if you are beautiful or not. Without these *secret strategies*, you are in real trouble; you will say this is trivial and absurd again! I will also say with you, "It is absurd, vanity, banality and triviality"! But this is the truth!

The Subconscious of others is programmed to accept attractive people in their appearance more than others, so stop lamenting! I know and you know that you (man/woman) are the most beautiful and distinguished person, but we will add the attractive external appearance, Why? Because we are, as we said earlier, **during just four seconds**, and before you utter any word, others will determine if they like you or not. This depends entirely on your appearance and body language, so you did not have time to explain to them and give them time to get to know your inner self. You do not have time for that within four seconds, therefore, the external attractive appearance is the ticket for initial acceptance of any other party. Let us get it now! And remember that the external attractive appearance is the **most important drive for boundless self-confidence**, so we have to get it now!

Clothing

Men and Women!

In order to be considered attractive, you will always be in the best appropriate clothing for you; you have to be moderate in your style to choose your clothes, do not go too far beyond moderation (the average). Brightly-colored garments are unacceptable, and clothes with exotic

designs are rejected; **stay within the acceptable level!!** If you like the different things, you have to stop it now. you have to be within the socially acceptable limits, and this is not restrictive for your freedom, but you do not wear clothes just for you, rather you wear to look better in the eyes of others as the popular saying goes: "(Eat what you like, and wear and dress what others like)!"

“ You have to be always 10% better than those around you ”

If you are going to a meeting and know that all coming to the meeting are going to wear suits, but no necktie, you will wear a suit with a necktie. If you are going to meet friends at the café, and you know that everyone would wear jeans with T-shirts, you would wear jeans with shirt closer to be formal, and so on! *You are 10 percent better than those around you.* Do not go to the meeting where you know that the client is going to wear jeans, for example, and you go there with a necktie, Why? For we as human beings like people **who look like us in everything!** However, you will add 10%, specifically for special attractiveness and to be in a higher level than the others; to remain in the **ALPHA STATE** ! This applies completely to both men and women!

For Men

- Stay away from clothing with exotic colors and design, always stay in the middle!
- Your clothes with identical colors, and if you do not always know how to do it when you buy, ask one of the women around you if the colors are identical, since women are masters in matching between colors!
- Neckties must be identical with quiet colors and designs! Stay away from neckties full of colors, as they reflect poor taste!
- Do not wear loose clothing or very tight clothes, your clothes should fit your body snugly!

- The change is important so you have to have a lot of clothes, you do not have enough money? Find money in the beginning. Do not be afraid! After you finish this guide, getting money will be the last thing you will be thinking of, because you actually have it. You have to have the clothes; you have to buy new ones. Always remember your clothes are the others gate to your heart. Do you want this gate to be dirty with bad appearance? Each month, buy one piece or two pieces of new clothes always!
- Stay away from buying expensive brands just because they carry a famous name! It does not matter, since your clothes are for \$ 10, but suitable and beautiful!
- Your clothes must be always clean! Use these scents scented laundry during washing your clothes
- Your pants' should be at waist level; not up, not down! People
- Your shoes are shiny, clean, and new. Do you know that 82% of women who look at a man, the first thing they will notice is his shoes, whether they are good or not. Therefore, go to the shoes shop now and get at least 3-4 pairs of different types of shoes for work and routine life!

For Women

As mentioned above for men!

In addition to that, do not wear scandalous clothes revealing your body! Studies have shown that women wearing scandalous clothes revealing their bodies, such as short skirts, tight or open shirts that show their bodies, they get longer interviews but less convincing to the other party Yes, I am as a man, I like to take as much time as possible sitting down with a woman wearing seductive clothes, but I will never take her seriously, **why?** Because my subconscious will answer the important question: Why does this woman wear like that? One of the most common answers is that she does not have self-confidence, so she wants to expose her body for more external acceptance; she is cheap and easily accessible. She has a pretty diamond but she exposes her scandalously! In short, she is calling your unconscious just to look at her body and see

if you need any part of it. Most girls do not know, neither admit that this is the reason, and in fact they do not really know, because this is what is happening inside her. All she is looking for is to be beautiful, therefore, women beauty according to studies in Western Europe and America in particular has proven that a woman who would be considered attractive wears more decent clothes! **Glory is to Allah!** Then we have to stay away from egregious clothes that reveal your body, you are selling your body here, therefore stop exposing and offering it to anyone. By wearing scandalous revealing clothes, all you're doing is selling your body, which you are offering to others, so you have to expect that they will try to buy it, not your thoughts or products you are trying to sell!

Another study has shown that the more you cover your body, the more admiration of the other party you will get! Strange? Yes, strange! Try it now, the way of talking will vary quietly, especially at work. The focus will be more on ideas and products or anything you are trying to convince others of. Try it now! Tomorrow, wear scandalous revealing clothes and go to a meeting, or to meet someone, and try to talk in an important topic. For example, your opinion in the policy of a certain country or suggestions to a theory of physics, you will find out that their acceptance and focus of others on the topic is becoming it less, rather you will find that most of them will never take your words seriously. Yes, they will quite agree with your opinion and smile, but they will try to get out of the subject to other topics to establish a certain relationship, dating, or something closer to **sex, why?**

Simple! What is happening is precisely as if we are displaying a sex movie in front of someone, and ask him to watch the sex movie and at the same time we start discussing about the gap in the ozone layer and its various environmental impacts. Can you imagine how would the discussion be!

Now, the next day wear more decent clothes, and try to cover as much more as you can of your body, and go to the same meeting. Start the conversation; you will be surprised of the way of talking and the style of discussion in general. You will be astonished of the amount of and the quality of admiration you are going to get. This is impressive, isn't it?

Persuasion experts are people in the ALPHA STATE ! Since you are in the **ALPHA STATE**, your body belongs to you and is not **for show!**

Therefore, **using your body in persuasion tactics and processes will not work**. It is true that the customer might buy from you, but he will take a piece of your body, and thus you lost! You have the deal, but you have lost their trust and admiration for you. Therefore, you have to wear decent clothes appropriate for the meeting, with as much modesty as possible!

The Wedding Ring

Women

If you are wearing a big and attractive marriage ring and you are going to meet another woman, take it off immediately, because it will ignite some feelings of jealousy for women, and we need to avoid this during persuasion process! Therefore, you always need to wear a simple ring in any persuasion you are about to conduct!

Men

Wear simple a ring if you are married, to be of silver, since wearing a gold ring will give a signal of women's softness and delicacy in the subconscious of others, so always stay away from gold!

Nails

Women

- If your nails are more than $\frac{1}{2}$ inch long, cut and clip them immediately!
Long nails are bad indicator of the void in your life!
- Stay away from coloring nails with bright colors, especially bright red since it is the color mostly used by prostitutions, and definitely you are

not one of them. Stay away from this color when you go out to meet other people or in a business meeting!

- Always go to a beauty shop or salon to trim and clean your nails!

Men

- You should trim your nails regularly!
- Your nails must be always clean and trimmed in an acceptable style!

“ Persuasion experts always have clean and attractive hands! ”

Glasses

You must stay away from wearing glasses as much as possible, since they can reduce your attractiveness immediately and place a barrier between you and the others. Human beings are more comfortable when they can see the eyes of the other party. Try to sit down with a friend, while wearing sunglasses and start talking to him, you will find that he becomes upset and he will certainly ask you more than once to take off your glasses! The glasses are a real barrier between people, so if you can wear contact lenses, it is better, or if you need to perform vision correction at a hospital, do it as it is available in almost every hospital. If you are not able to do it, try to wear **smaller glasses without the frames!** Big colored frames are prohibited at all, but this does not apply to sunglasses. You can wear any type of sunglasses, but do not wear them when you are inside any place like some people would do; sometimes wear sunglasses at night as they imitate international celebrities who sometimes wear sunglasses in a closed place. Stay away from blind imitation; do you know why do some celebrities wear glasses like that sometimes?

Hair

For a man, this certainly varies from one culture to another, but generally speaking, try to keep facial hair and mustaches always tidy! For women, you have to take care of this too, some women have fluff above the upper lip, you have to get rid of it immediately, and there are many ways to do that, I believe!

Nose and ear hair for all is totally unacceptable! Get rid of it immediately since it gives a feeling of disgust by others and lack of hygiene!

Head hair must always be short and tidy for men, as long hair that reaches the neck and below is an indication that others will never take this person seriously! You have to choose between to be an expert in persuasion, or to keep your hair long! If you suffer from a lack of hair or balding, have your haircut or trimmed immediately! A person who keeps some hair to cover balding has a weak personality and has no self-confidence. Therefore, have a full haircut if you are suffering from baldness!

For women , you have always to keep up on your hair! Stay away from having long hair, since this is an indication that you spend a lot of time at home on taking care of your hair only! Stay away from dying your hair with strange colors that are unsuitable for your face and your skin color. If you are with a full face and closer to be round, try to make your hair longer and let it cover both sides of your face. I think that women have more experience than I do regarding this issue. Therefore, I will leave this at your discretion and your hairdresser disposal to choose the right hairstyle and the suitable hair length.

Jewelry and Accessories

For men, you must stay away from jewelry other than your hand watch, wedding, or engagement ring. Earrings or wearing necklaces are **strictly forbidden!**

For women, you can wear small earrings that do not draw much

attention! Stay away from shiny or big size jewelry since you are not in a jewelry show. You are working in a permanent process of persuading others, therefore, you can wear what you want of jewelry, provided that it should be simple.

Hygiene

You must always be clean and to smell of cleanliness, and you (for ladies) as well! Take a Bath or a shower one time or fifty times a day as you like. Use deodorants as much as possible, but stay away from exuding fragrance deodorants. Buy one without smell, it is better!

Perfumes

The use of perfumes is very important to an unexpected extent. You may lose an important contract or you may get an approval; a **(yes)** that you are looking for just because of your fragrance. The use of perfumes and the way of its selection is considered an art in itself. In fact, we do not have enough time here to explain it, but we will focus on some key points:

In job interviews, or meeting people you do not know just for the purpose of business, stay absolutely away from the use of perfumes, rather, try to keep yourself clean with natural scent without using perfume. You do not exactly know if your client likes your perfume or if he might be allergic to such odor. Therefore, it does not worth to lose the contract just because of your fragrance. Try to keep yourself clean only, should you need to use perfume, use the lightest ones!

In informal meetings! The choice of a fragrance varies depending on the atmosphere and the different nature of the meeting; In summer, stay away completely from perfumes with strong odors and scents, whereas, in winter you can do that, as it will reflect some warmth on your character in the subconscious of the other party! For women, using perfumes with incredible scents, may reduce others respect for you, since it is an

indication saying loudly to others: (Please! I'm here, look at me). This is one of **beta** person characteristics that we have previously learned. You have a special warm and gentle fragrance to be smelled only by those around you but not everyone in the street, so be very careful!

Teeth and Mouth

Teeth should be clean and tidy, and if not so go immediately to the dentist, and fix them as much as possible, especially if you have yellow colored teeth. You have to maintain your teeth because of the importance of an attractive smile to be exhibited on your external appearance! For the mouth, it should always smell good, if you smoke you should use mint chewing gum always after smoking!

Cosmetics (Make up)

Using a lot of cosmetics will reduce the level of others being convinced of your opinion regardless of what is that opinion. I repeat again, you are not a prostitute, you are not a showgirl, but rather you are a persuasion expert. You are the Queen of the place! You are attractive without makeup! Putting a lot of cosmetics will make your face shout loudly saying: "You all, look at me, I know that my face is ugly, but thanks for these beautiful colors that make me look attractive, because I don't trust my beauty without them." So, the less you use these cosmetics, the better you will look! Be close to your natural, use as much as you want of cosmetics, but make sure to use light and fine colors, and do not ever turn your face to be as one painting of Picasso!

Body

The body is you; it is what others see at the beginning before they know your great and special inside core! Your body should be always nice, stay

away from getting excessive thin, (If you are not suffering from a particular disease). Being thin for reasons other than a sickness is an evidence of your personality weakness and will reduce your self-confidence. Stay away from obesity, it is a stark evidence of your inability to control yourself, and therefore, you are a clear and frank **beta** person. An **ALPHA** person controls himself and his food, and stop immediately. We all have to practice sport on a daily basis, do not say I don't have time. Leave everything now, and enroll in the Gym. Without having a beautiful body, you will get nothing. You will lose your business and your self-confidence; do you want this to happen? **Persuasion and obesity is an impossible combination!**

I am not saying that you have to be a champion in bodybuilding. On the contrary, most people do not like the body filled with huge muscles, but you have to be physically fit. The most important thing is to get rid of your belly fat. There are many types of sports that you can exercise to reduce your belly. Do not get carried away by the easy ways that everyone is marketing now driven made of herbs, magic recipes, and silly devices; **right sports along with proper diet only!** Not to mention that, sports will increase your blood circulation, resulting in more food for your mind and all your body systems. This will result in **more positive energy and vitality**. Thus, sport is an important element in the persuasion process as you will not be able to become an expert in persuasion without practicing daily sport even for only 10 minutes a day! Start now! I say now! So, you will go today, not tomorrow to the nearest gym to house and subscribe immediately. You will go every day either in the morning or in the evening depending on your free time.

Bags You Carry

For men! If you must carry a bag, it must be of a small size as much as possible. Therefore, any bag containing more than a laptop computer is not acceptable at all! For women! If you are going to a business meeting, carry a small handbag as much as possible too; a bag that can only accommodate your money purse and some keys. Big bags can indicate that you are an unorganized person, and the client is going to recognize

that will suffer dealing with you as being unorganized in your work. Big bags containing thousands of things remain at home or in the car outside

Therefore, when we talked about the external beauty or attractive appearance, we did not mean that you should look like Brad Pitt to become an expert in persuasion. External beauty or attractive appearance mean all those things that we have mentioned, which are considered the special attraction laws that you possess, so as the subconscious of other will say, " this person is attractive". Therefore, these are some of small details, but are as important as you can imagine in giving instant external attractiveness. Forget about Hollywood and those magazines that claim that you have to have big chest (breast), slender nose, and bid blown lips; you are not a showgirl, rather you are an expert in persuasion and human control. You are attractive in the way that the subconscious recognizes. All what those want is for you to always feel that you are not suitably beautiful, and you have to use this cream and that emollient or moisturizer to become more beautiful and more acceptable. This is absolutely wrong, and you know it, and so do I! In addition, everyone knows it, because you are an **ALPHA** person and you will always be so, therefore you must act and behave as an **ALPHA** person!

CHAPTER SIX

OUTCOME BASED THINKING

ROADMAP CODE

You want to buy a car, to get married, or you want to prepare dinner; that is the theory, in short, it is simple and easy! Nevertheless, without it, you must close this guide and throw it in your desk drawer. In other words, you will achieve no persuasion, no success at all.

Do you want to buy a car, don't you? *This is the goal* For that, you have to sit down in your office and think about everything you need to hit the target. You will search the Internet looking for new and used cars, you will compare prices, features, and benefits, you will be looking for appropriate funding ... etc! Therefore, your goal is to **buy a car!** You placed this goal in your mind in advance; you considered all the things and the steps to reach the goal. Not only that, but you were able to find some solutions to the obstacles you may encounter during your steps towards that goal.

" If I do not find the proper funding of this from the bank, I will talk to one of my friends to lend me money "

" If I do not get an approval to pay for the car in installments for five years, then I have to reduce my other monthly expenditures in order to be able to pay installments for 3 years "

And then you took steps you may know or do not know in the course of the experiment and inquiring to reach that goal! This is the method of **OUTCOME BASED THINKING** itself. It is therefore, thinking about the result and the way leading to it and get back in the opposite direction to the starting point.

Before going to the meeting, you must know what you want to talk about specifically; where you want to reach, and try to imagine the road to get to this result that you want to get. Therefore, at any conversation in a meeting where you are required to persuade others, you have to know

the **outcome** before you utter any word!

If you do not do that, to determine from the beginning what you want from this experiment in persuasion, you will only depend on luck, because you did not use this art, which will ensure you the result, God willing!

Let us get familiar with the steps; you have always to answer the following six questions: 1. What do I want as a result?

2. What does the other party want?
3. What is the minimum thing that I can accept as a result?
4. What kind of problems may I face during the process?
5. How can I solve these problems individually? How can employ it for my interest, or in favor of the other party?
6. How do I get the result?

Therefore, they are six steps to your roadmap to achieve full persuasion. Note the difference between someone starts building a house without preparing all the material needed and between someone who prepares construction materials, tools and then begins building the house. Bring a piece of paper and write down the previous six questions. Answer all of them in one line, and it won't take you more than 5 minutes and no more. Do it now, and then you go to talk to people. Do not be afraid! You have not learned the methods and techniques of persuasion yet, so you will not succeed in convincing, but what you have to do now is to focus during your speech that you are fully **conscious** about the previous six questions and their answers!

You will try to go to get the result but you do not have the techniques now; it does not matter. Your task now is to **INJECT** your subconscious to focus on this Strategy; **you think before you speak!** **You know where to go!** Once you know where to go, and you have a road map, you will be able to determine speed, direction, and how to face obstacles if they exist. If you are not like this, you are surely walking in the **dark**. You might reach your destination or you might get lost. Because we are different from others, and since we are masters of the art of persuasion, we know where and how to direct the conversation to conclude what we want. You have to write down six questions every morning before you go to a business meeting or meeting a friend. if you do just that, you will find

that issue becomes easier after a week, you'll find yourself more focused on talking; you'll find that the result that you want to reach is in front of you. After 3 weeks, and this a promise, you will never need to think about this strategy as it becomes one of your subconscious laws such as driving your car where you do not need concentration of your conscious mind. You will start your conversation and get the result that you want without being fully aware of this process. Therefore, 3 weeks and you will be on the verge of a strategy that will change your life, how? It is not just words, it is the truth I swear to God!

Let me explain this my friend; What is your goal in life? Do you know it? Is it perfectly clear? What are the steps you are taking now to hit the target? Are they clear? What are the problems that you encounter or are likely to be encountered during your trip to reach the target? Are these problems clear to you? What are your solutions to these problems? How will reach a conclusion?

Do you want to bit that most people do not have a clear vision of their goals? People are walking blunderingly, act aimlessly, and without a clear goal, but we as masters in the art of persuasion differ from others. We represent ambition and success; therefore, we have clear vision where to go! But remember this does not mean that we plan for everything, quite the contrary, we know our goals, we know the way to them, we know the problems and how to solve them!

Therefore, **The OUTCOME BASED THINKING strategy is a lifestyle for us!**

Real Example I had a car and decided to sell it, I placed an advertisement in a newspaper ad, and then began to meet with buyers to check the car. However, before that and even before I placed the ad in the newspaper, I carried out the strategy and wrote six questions on a piece of paper; It took only

three minutes!

I wrote the following: What I do want from the process?

I want to sell the car at a price of \$ 25,000!!

What does the other party want ?

I expect that he wants to get a car at a low price!

What is the lowest price that I'll accept?

Then I agree to \$ 23,000!

What are the problems that I might face during the sale of the car?

- The buyer does not have adequate funding!
- The car needs some adjustments and repairs!
- The market price is less than my price that I placed for the car!

What are the proposed solutions to those problems and how to employ them for my interest when selling the car?

The buyer does not have adequate funding!

In this case, I cannot do anything!

The car needs some adjustments and repairs!

I am going to give him a discount on the price of the car for this reason or I need to fix these issues and then sell it!

The market price is less than my price that I placed for the car!

I will focus on the issue that this car has extras and additions that are not found in those car with less price, as well as that I did not use it and maintained it very well, that is why it is a bit more expensive!

He needs some time to think about it!

During my conversation with the buyer, I will emphasize that I am in hurry

to sell the car, and I can't guarantee that the car will be available until he is over thinking about buying, therefore, if he wants to buy it, he has to buy now or pay me a deposit or earnest money to book the car for him (The fear of loss Act)!

How do I come across to this outcome?

- I will place an ad in the newspaper with some of the features!
- I will meet the buyers!
- I will explain to them all the advantages as well as the defects that have occurred and how I fixed them!
- I will compare my price with the market price before the buyer asks (deactivation or neutralization technology – we will learn it later) and I will explain to him the reason for the price difference!
- I will give him a car drive test to inspect it by specialist mechanics!
- I will focus on the necessity of making his decision now due to the number of buyers!
- I will get a satisfactory outcome for both of us at the same time!
- As an additional result (I'll consider this person as a friend later)!

After I spent those three minutes writing down these answers and planning, I was in my full ability to find the right way to talk. I know what I am doing and how I will do it. I used to face problems with a smile because I know the answer and the solution; I did not waste time, the car was sold for \$ 24,000, and I gained a new friend. I know that you want to know the success rate; it is 99%. Therefore, if you do not know the road, you will fail 99%, so do not waste your time in darkness wandering aimlessly and randomly. You have to know the result and go back and think about what we have already said, answer the questions and that is it!

Training Time Please do not move on to the next chapter before you carry out this training. This training will help you understand and explain many things. Now you want to know who you are, where to go, what you have to do, what are the sensations that you will feel now, what is the pain that you will have if you do not reach your goals, and how will you feel when you reach your destination! This training takes some time and focus; you will develop a plan for the next five or ten years, so take your time, stay away from any source of nuisance, switch off your phone now because you are going to be busy in yourself, and carry out this training now! Bring four blank papers and number them 1,2,3, 4!

On the first page, write down your dreams, and in one or two lines describe these dreams: I want to get a good wife (.....), in one line give a description of this objective.

I want to have my own company (.....) I want to learn to swim (.....) I want to etc.

On the second page, delete all the dreams that you did not find a convincing reason for them now! The rest of the dreams and goals, write down beside them the time period that you think you need to reach them (1 ... 5 ... 10 ... 20 years) I want to get a good wife (one year) I want to have my own company (5 years) I want to learn how to swim (3 months)

On the third page, write down anything that you may encounter and can stand between you and between realizing that dream or goal I want to learn how to swim (I do not have the required time to do so) I want to have my own company (I do not enough money to start it) Start now

On the fourth page, divide the page into four boxes, choose four goals or dreams that are the most important ones to you right now, and which you decided that they need for a year or less to be achieved or realized!

I want to get a good wife I want to become manager of the division in the company I want to learn how to swim I want to buy a new car **In each box and under the target (objective or goal)**, write down **why you need** to reach this goal, write about your feeling as you enjoy achieving the goal after a month or a year from now; stop writing down anything and imagine yourself, imagine your feeling and your smile!

Now write about the pain that you will have if you do not achieve your goal, stop for a moment, and imagine that after a year you did not achieve that goal, try to feel the pain.

In the final section of the box, write down the steps that you are going to take every day to get to this goal; Take your time and start now.

Without such a strategy in your life, you are walking in the darkness, do you want to be like so? Do you want to be like everyone else? Of course, not!

Before you begin your presentation at the meeting, you know what you want and what the client wants to have. You know what are the problems that you are going to encounter, you are well prepared and equipped with solutions and bypass techniques and even more than that, you have employed some problems for your benefit. You know how to come across the result; you always win, as usual!

CHAPTER SEVEN

THE SECRET HANDSHAKE CODE

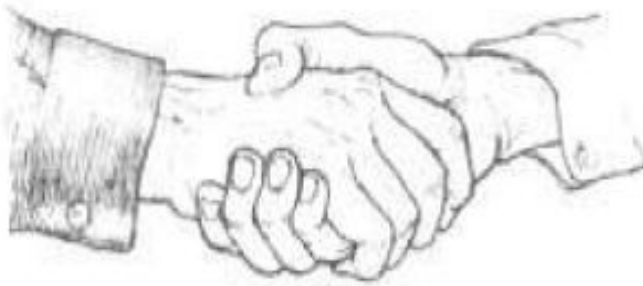
Shaking hands began among people since the beginning of mankind, where people used to raise their hands as a sign of not carrying weapons in their hands. This process has developed through the ages to become the way that we deal with each other every day in our lives. When we meet someone we handshake hands with him as a sign of respect whether at the beginning or at the end of the meeting. The strange thing about it is that we in our childhood have learned when we meet another person; we got to shake hands with him. There is a humanity *code* in all of us; If someone extends his hand to shake yours, *you got* to reciprocate. In fact, you will be much surprised about the importance of such a move (handshaking) in the persuasion process, or even more than that, you will learn how you are going to impose your control completely from the beginning by a handshake only. But before we get further into the *codes* and strategies, let us get to know more about the ways of handshaking and their meanings in the subconscious, who is the dominant **ALPHA** person? Who is the **beta** person?

In all forms and methods of handshaking, which we will learn about in a few minutes as there are three main forms of handshaking:

1. Dominant
2. Controlled
3. Equal

Dominant

with that handshake, you immediately declare that you are in control and that you are **ALPHA** person in the subconscious of the other party. As in the picture below, your palm of the hand is down, but a little bit angle far from facing down as the picture completely show!



Through this handshake, you immediately declare that you will be in control of the meeting from now on, and the subconscious of the other party will recognize it immediately. It is through this handshake that you are forcing the other person to handshake your hands as he is a **beta** person!

Controlled

It is that you will represent the other party as shown in the picture, where the palm of the hand is upwards!

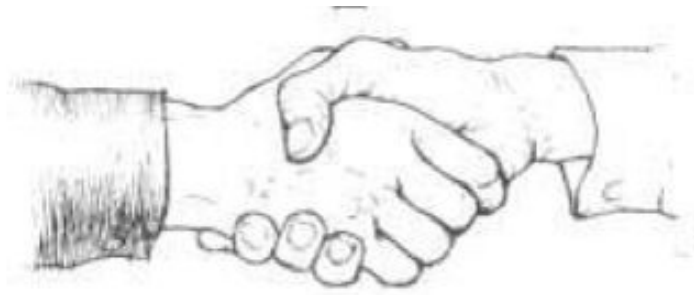


Where you immediately saying to the other party subconscious that you are controllable and you are a **beta** person!

Equality

It is simply the equality between the parties in force and control as in the picture below! The subconscious will immediately understand that you both are in control; and it will look for more clues by talking between you

so as to determine who is the dominant!



Now, we get to know about some of the forms of handshakes that are repeated frequently between people, learn about their meanings in the subconscious, and develop strategies to use these forms!

Hand Hug (Double Hander)

This method is most commonly used by politicians where the person is trying to confirm to the other party that he is honest, and trustworthy, but you have to be careful when using this method with someone whom you do not know, as it will make his subconscious doubt the reason for your attempt to prove that you are trustworthy; the result will be the opposite! "This person is not trustworthy, I have to be careful". Therefore, you should never use this method, except with the people you know and you know well. Usually if you are not a politician looking for gathering votes for your interest, stay away from this method, still you can use it through the following strategy:

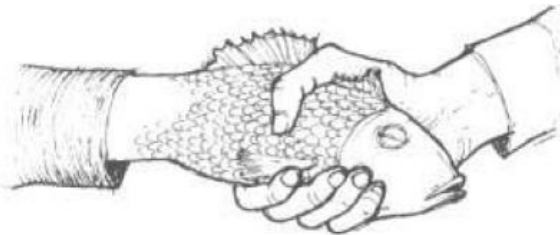
Signing Contracts Strategy

Before the client signs a contract, you can use this technique as a message from you to his subconscious saying' "Dear customer, you have taken the right decision because I and whom or which I represent whether it is a company or a product are trustworthy". Definitely, he will feel more comfortable after this handshake. You can see some of the press conferences and signing contracts events where you find that they are using this method in handshaking!



The Dead Fish (Cold and Clammy)

This handshake is characterized as the hand of the other person completely is relaxed, you can imagine if you were holding a dead fish; there is no power in his handshaking, and therefore you certainly can control his hand up or down. Your subconscious will immediately determine that this person is spineless and wishy-washy. See the picture below!



Here, you have to be careful to the following:

If you shook hands in this way, stop immediately because there is no way for discussion; Nobody will be convinced of any word you are saying, no one will take your words seriously ever! Some women use this type of handshake because they are tender, fine and delicate, and we have to pay attention that a women should remain as tender, and delicate as possible. No one likes a tough women or a woman who shake hands with men vigorously. But tenderness does not mean submission, so if you are using this method, you have to raise your handshake strength by one or two degrees, but how do you know the extent of the appropriate force? A wonderful question! Can the other party take your hand where he wants up or down? If the answer is yes, you have to increase your power over. Practice this at home with a man and a woman. Training with a man is

important because most men try to loosen their hands when shaking hands with a woman also in order not to be tough on her. Therefore, you should measure handshake strength by feeling if the other party is still able to control your hand with ease!

If the person who shakes hand with you using this way is a client at work, you have to be very careful because any wrong move by you can put a barrier (No) in front of you from the beginning, so you have to be in full-time concentration during the handshake, **how?**

If this client is one of the top class in the company such as the owner, the General Director of the company, or ... etc, you have to shake hands with him softly and tenderly, do not put pressure on his hand, but your hand has to be **a little** more tight and try to have your hand and his in a position of equality, the hands are not upwards (You are controlled) and not downward (you are the dominant). In both cases, this makes his subconscious respond immediately saying to you in most cases (No), because as the director of the company, he does not want to be controlled. Also if you find the director shakes hands with this kind of softness and tenderness, then he does not worth to dominate others because he is almost spineless and wish-washy. so, you are equal with him only because he is the director and nothing more. By doing this, he will feel great satisfaction from you because you did not place obstacles immediately in front of him as being the dominant or controlled. In short, you just (let it go or leave him alone)! Therefore, you announce that you are in control to some extent and at the same time make him feel that he is also the dominant!

If the client is in a position less than a manager or an official, you have to announce immediate to him that you are the source, the strongest, you are **ALPHA!** You are the one that he must trust, and the only solution to him. Therefore, you will make your hand downward and his hand upward; do not pull it, and do not place a big force in that handshake, keep it a little bit soft and tender, but you take it to be the dominant!

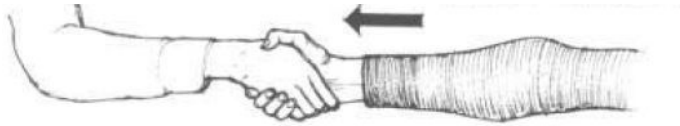
Bone Crushing

This is where you feel great force in your hand by the other party as if he is trying to crush your bones. This a trade mark of all strong people, or who consider themselves strong. It reminds me of one of my father's friends when I was a kid, whenever he shook hands with my soft small hands, I felt as if he was crushing my bones shouting loudly at me saying, " Be a man"! Certainly I am a man, but I need my hands, please do not break them! Therefore, whenever I saw him coming, I got out of the house immediately so as to avoid this painful handshaking which was considered by father's friend as a symbol of manhood!



So, do not use it, never use it with anyone. The strength of your hand should be medium and depending on the situation. Neither keep it stretched and relaxed, nor tight, stay in the middle always. But if you were the other side, just as happened to me, the best way to get rid of the force of the hand grip is that while trying to shake hands with him, get closer to the other party, reducing the distance between you and him, thus reducing his ability to control your hand. Doing that, he will not be able to increase the force anymore. Meanwhile, you have to keep your eyes completely in his eyes, do not ever blink or look at your hand as he's trying to steal your strength from you, he is testing you, it's a *show of power*! You will not apply strength on his hand, but you will not lose this round with him, so keep your eyes completely focused on his eyes, continue to smile, a sincere smile certainly. Do not be afraid of pain, it will disappear after a few moments, never display that pain to him and do not look down. Get much closer to him and look at him in the eyes, and smiled! He will stop! You are at the level with him now, or maybe higher than him, you are the winner in both cases. Do not ever comment on the strength of his hands, not even by joking, it is over. Carry on of what you're talking about smoothly and easily!

Hand stretched forward



This person says to you, “Please stay away from private space!” We’ll talk later about the private space, how to define it, and how to control it. But he wants you to stay away, and this will be translated in your subconscious into two things:

This person is aggressive! Or this person does not have self-confidence in himself and he is closer to be Introvert who is afraid of getting close to others!

There is something here you and your subconscious have to notice! People living in remote villages away from cities, their private space is greater than the people who live in the city because of overcrowding and constant friction in the city, so if we are inhabitants of cities, we get closer to the person we shake hands with him, whereas people living in villages do not need to get closer when talking. Therefore, before making previous decisions about this person as being introvert or aggressive, he might be simply coming from a rural background, nothing more and nothing less. Surely you should never do it at all circumstances; **for you this way is prohibited and must not use it to deal with others!**

You have your own private space, and we will talk about it later, no one dares to breach it or break it. So, you are not pushing others away from you, and you will never shake hands with others using this way. But if you're the other party, and someone shakes hands using this way, you'll notice the following first:

If the person who is shaking hands with you is a client assuming a higher position in the company as a general manager or a chairman of the Board of Directors, you will handshake him as we have said earlier. You will remain in the distance or space determined by this person, do not ever breach or break his space that he wants you to stay outside it, because that would immediately stimulate his subconscious rejection

guards to be in a standby condition to refuse anything you say or do.

If the person who is shaking hands with you is a client who is in a position less than a manager level, you need to know first if you enter into his world, would that be better or not for you, but how do you know that? Through the curvature of his body!

If he leans towards you, then he is a person who admires you, but he is afraid about his private space, so you have to stay outside it and at the same time you have to keep your body in an upright position. Do not lean forward towards him. Since your hand is at the top (dominant), you can bend your hand a little at the elbow causing his tight forearm will inevitably bend making the distance between you and him closer. At this moment, you will lean forward towards him and smile. Therefore, what really happened is that you are saying to his subconscious, “ I'm the dominant!. There is no need to fear me, let us get closer to each other, you got to follow my instructions, and when we got closer, look at me I am a safe person.”

Here, he will be more relaxed and comfortable because you have proved to him that you are in control but you are also trustworthy and a gentle person!

If his body leaning away from you, or it is in an upright position, you have to do quite like him; keep your eyes at him, and try to be at the same distance that he has, and do not get closer to him. Keep your body straight and your hand tight, smile! Do not do something else but to declare that you stronger. You have to end the handshake but not him. You can do so by starting to talk about anything else and loosen your hand, but beware not to pull your hand, keep it there but open your fingers and loosen it quietly! We eventually need to practice to do so smoothly. In fact, we need to practice so many times and you will master it smoothly, and you will be surprised of its effectiveness!

If the other party is of the opposite sex, a woman for example! You have to implement the last method, do not enter her world and be careful; stay away, but you have to shake hands as the dominant; yes, she wants to keep you away, but you do not approach her world because she does not want you to get closer to her world. In this case, her subconscious will

consider you immediately as being polite and trust worthy!!

If the other party is a man! You should also beware of getting closer to him. Most men would consider this as a sexual move and will translate this as you like or admire him. If you like him, this is good, but if this person is a client or a customer, you have to beware of using this method because you are not selling yourself here; remember you are in control!

Grabbing Fingers

During a handshake in most cases, it happens that who extend their fingers for a hand shake, they just do it by mistake in timing. In fact, this does not mean much. I very often tried to shake hands with someone, especially some women; they do not extend their full hands on the spot, but just the fingers. So I have to grab her fingers and shake them only once and let go immediately. This is due to her internal need to keep herself in a distance comfortable for her, and also it is due to the different customs and traditions.

Most women of the world do not generally shake hands with men as they find it embarrassing to them. Therefore, we have to be careful in this regard. If she does not want to shake hands, you have to respect fully her desire!



The fingertip grab

Knowing that a lot of women in our time find it embarrassing not to shake hands if a man extends his hand for handshaking, so she finds herself that she has to extend only her fingers due to the social shyness to exempt a man from feeling embarrassed when extending his hand to hand shake and the other party does not reciprocate. I want **to remind**

here every woman who believes that she does not have to shake hands with men, if this is what you believe in, **Simply do not do it!** You are an **ALPHA** person, the society has to understand that, your values and principles that you live with, **is what will be accepted!** If all people around you shake hands, you are **ALPHA** ; what you believe in, you will do, and everyone will respect that! Since we are **ALPHA** , we are not carried away the mainstream or the current because we are the mainstream, we are the ones who make the mainstream, and we are the ones who run it!

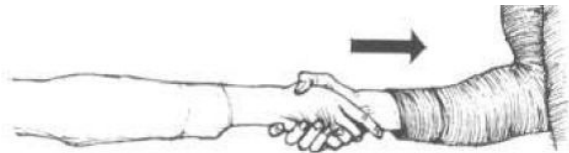
Since the beginning of human beings, handshake was only restricted to the same gender. Handshaking between the two genders was forbidden, except the wife, the mother or sister ... *etc.* So in today's world, you are immediately **beta** when a man extended his hand to shake hands with you, why? Because he knows that you originally should not hand shake him, but because he is the dominant, you are now in his world. You will extend your hand to shake his hand. Therefore, if you do not shake hands with men, men should not do that, but you have to do it with full respect. When a man extends his hand to shake hands with you, give him a smile and place your hand on your chest. It is a sign that everyone knows and understands. You will find that the man is going to do the same thing immediately and places his hand to his chest, so you are now the dominant. You have dragged whoever, even if the person is the only **ALPHA** in the world, the most powerful figure on earth into your world you respectfully, and this in fact is an advantage!

An Exclusive Strategy for Women Only!

It is a technical method at work; use it always, even if you do not actually have any objection to shake hands with men. You can announce that you are an **ALPHA** person, and you are in control now. Unfortunately, we men cannot do that. But I, and to be frank with you, I have tried it before in such a deceptive way, I regret it now, but it was an interesting experience for me and made me sure about how much power women have only using this method. How much you can actually announce immediately that you are **ALPHA**, thus dragging the other party into your world.

When the man extended his hand to shake hands with me, I extended my hand, but I closed it as a fist, and while my hand was getting closer to his, I told him, "I'm sorry, but I have a pain in my fingers and my hands", and immediately his astonishment went away. Since it is imperative that we shake hands if someone extends his hand to shake, so he has to turn his hand into a grip or a fist touching my hand! Congratulation! I am dominant in a magical way. I no longer do it now but it was to confirm the extent of the power women possess. Therefore, you have to use it, but you have to practice it very well, and do it with full respect and with a smile!

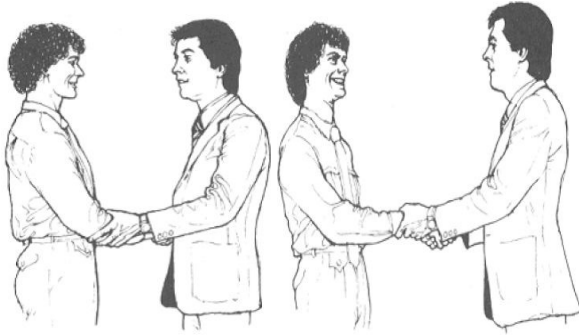
Extending a hand for a very short distance



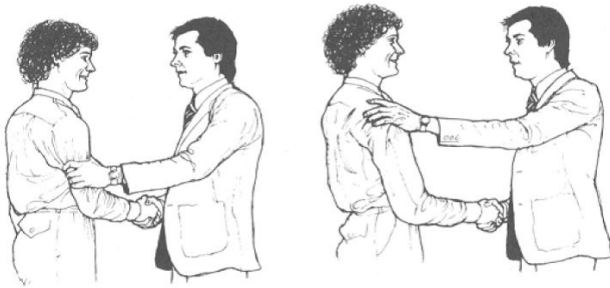
Where he extends his hand only for a distance too short, forcing the other party to come or extend out his hand to get to shake hands and this is definitely something we will try to do always as much as possible, that is to reach out a little bit where the other party has to come to you to shake hands with you, thus coming into your world. You are the dominant for sure!

Use both hands

It is done by placing your left hand either on the wrist the other party or on his left forearm. This will be translated in the subconscious that who shakes hands in this way has some additional feelings and wants to make you feel them.



Shaking hands with one hand is not enough to say what he feels and cannot convey it to the other party by words. Therefore, you use this way with someone dear to you too much or with someone you are eager to see him. Try to touch him with as much as you can. Certainly, using this with strangers is **strictly forbidden!**



The only case that you can use this method, is that if the other party shakes hands with you as a dominant **ALPHA** person any extends his hand to you, and you have to go to him to shake his hand and you were following his move, all you have to do then is to stand next to him or to place your hand on his shoulder or above the elbow. By doing that, you are saying to his subconscious, "Hello **ALPHA**, I know that you are **ALPHA**, but I'm the boss here."

This happens because you placed your hand on his shoulder, for example, during the handshake.

CHAPTER EIGHT

INTERNAL SPACE CODE

Fear not, we are not going to talk about the planets and galaxies here, rather we are going to talk about one of the most important pieces of information that you should recognize in regards to the **special distance**; where to stand or sit specifically to be *more convincing* to the other party. Yes, this is true! The distance between you and the other party is of great importance in the world of persuasion. Also, we'll talk about the use of the place and how to manage it to serve your goals to get what you want in the end! And this code is divided into two themes:

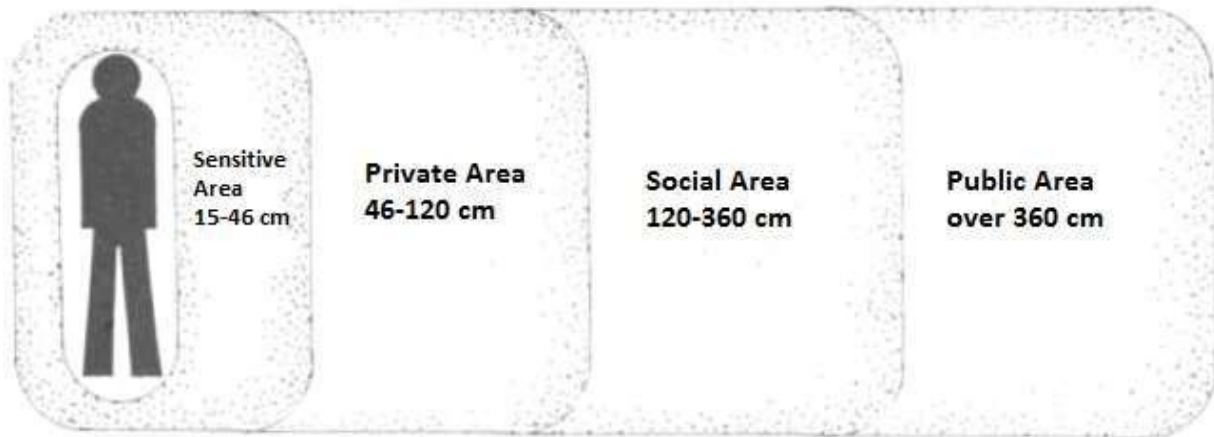
1. The Surrounding Area!
2. The Spatial Dimension!

The Surrounding Area There is a circle or a balloon of air around each one of us that it is considered to be his *own space*, exactly just is the case in the animal world. For example, you will find that a private area for a lion in Africa sometimes extends to a circle about 25 km in diameter, and anything enters this private area, will be in danger because it is in the private area of the lion. Certainly, the size of this private area will vary depending on the size of overcrowdings of other animals in that area, to extend sometimes to meters in crowded areas. But no matter how big or small

this distance, there is a special area where anything entering it forcibly will be considered an outsider or an intruder that must be dealt with!

This fully applies to human beings; there is a special area for each of us that we do not feel comfortable if someone entered it without our consent. Certainly this distance varies from one society to another and from one residential area to another, as we have covered earlier in the secret handshake code. Those living in villages have an area or a balloon around them bigger than those living in cities because of the lack of overcrowding in villages!

The Four Areas of Human Beings



1. The Sensitive Area (15-45 cm)

This area is considered to be among all the most sensitive areas for a person where all his guards will be on alert and ready to protect it. It is an area where we allow only those whom we share our special feelings to enter it as we like or those close friends and family members. You can see how much close is the distance, and anybody getting closer to anyone inside might cause physical contact or touch.

So, this is the area lovers get closer to each other to talk about their feelings before they have a kiss or sexual contact for example. It is the area where we talk with our close friends about special feelings, as is the case with the family members such as the father, mother, and brothers! Therefore, whatever your contact or communication with others

regardless of their nationality, culture or environment, do not ever enter this area during any conversation or persuasion process, because this will be considered a barefaced and flagrant intrusion or interference and possibly a sexual harassment!

2. **The Private Space (46-120 cm) (1.5 - 4 feet)** This is the distance where we stand away from others in celebrations or meetings at work or with friends in a cafe or a public place, though we know those we are standing with, they know us and we enjoy their presence and they are not strangers to us!

3. **The Social Area (120-360 cm) (4.12 feet)** It is the distance where we talk with strangers that we see for the first time such as the postman, the carpenter, and others!

4. **The Public Area (more than 360 cm) (more than 12 feet)** This is the comfortable distance where we talk with a group of people in public places, such as delivering a speech to a group of people, see figure below!

The Sensitive Area Characteristics Upon anyone entering this area, there are two possibilities inside our subconscious for the intention of this person, he is either:

- An intimate close friend, a relative of the family, or he is trying to make a contact or sexual purposes!
- He is trying to attack and fight!

When a stranger approached us and enters this area, we notice that strange physical changes are taking place inside our bodies; our heartbeats become faster, increasingly rapid breathing, adrenaline is pumped in our veins pushing more and more blood to our muscles as a sign for getting ready to fight. We find the same effect takes place in that first kiss or the first move to get closer by a man towards a woman for example. The heartbeat accelerates and the body temperature rises and breathing is of stronger pace, and this is different from a friend getting

closer during a handshake. We find that the physics of the body is quite different. We also find that in crowded places such as cinemas, concerts, buses, and elevators! They are places where we cannot maintain the privacy of our sensitive area. The strange thing about the subject, according to the studies, it was found that everyone shared the following reactions in crowded places:

- You do not talk to anyone, even if it was someone you know!
- You do not look directly into the eyes of others around you!
- You have a different face with no particular features or apparent feelings (the poker face)!
- If you carry a cell phone, a book, or a newspaper, you are trying to concentrate in it!
- Whenever overcrowding has become more, the less your body movements become!
- In the elevator, for example, most people either look to the floor or to number of the floors, It is strange how much we focus on that! Have you noticed this before?

In an elevator, cinema, bus, or in a crowded celebration, we turn from people into robots programmed to follow those points mentioned above! It is a special case that we cannot control and we have to be as so! Also we notice when people get together in a protest demonstration, or in street fighting, we notice that when the number of people increases, their anger and their willingness to fight increases more, doesn't it? The more the number of people increased around us, for example, in a demonstration or a fight, the greater the degree of our bodies heat will be and we are programmed to fight, so you will find police officers starts first to disperse the crowds to relieve the pressure inside them resulting from the properties resulting from overcrowding. We know that in battles, armies have used this property. When the number of soldiers increases before the start of the battle, the commander orders the soldiers to get close to each other to ignite the absolute willingness to fight, but we find

the victorious army is characterized by a different feature from the enemy; it is a very important characteristic, we find that individuals are not only close to each other physically, but also close in their feelings; they are friends and trust each other in their platoon. They have trained all together; same individuals throughout years together day and night. The relationship has become as a blind trust, so when the battle starts, the army soldiers will have the sense of anger and blood flow inside their veins ready to fight, all of which is resulting **from overcrowding!!** But it is accompanied by greater self-confidence and high morale due to the presence of those people whom we trust close to us as if we are in one body and one intention!

Glory exalted to Almighty Allah who ordered us to stand in a close and tight line for prayers and in the battles. In such situations, you will find that there is a different kind of spirituality and equality among them by make the worshipers entering sensitive area of each other during prayers, but in any other case, entering others' sensitive area is strictly forbidden due to the effects that we have mentioned earlier. Therefore, studies began to look in the densely populated areas in the slums or countries that contain densely populated high relative to the place, and these studies found that these areas have an excessively rising crime rate compared to non-densely populated areas!

A final example is the method of investigation used by security services men in most countries of the world! Have you noticed the investigation room, interrogation in movies, for example, find an empty room, and find the accused person is sitting on a chair without arms in the middle of the room. The investigator get close to him as much as he can when asking for **confession**, and remains so until the defendant confesses. It has been found that time is very short and that the accused confesses much faster when investigators break into his sensitive area! Try it now with a friend or with one of your family members, go to him and get close as much as you can, and ask him about something that needs a confession, and notice how easily he will confess or he would try to get away. What is of concern to us here from this information that I wanted to present to you before we begin is that If you do not want to fight someone, you are not in a line for prayers, or you are not with someone you love, **this area should be prohibited and never enter it at all!**

Let us get into the strategy that we will pursue and follow in regards to the issue of **the surrounding area** in the process of persuasion! And you will do so from the first moment of the meeting, and in parallel to your conversation with the other party.

A man in a conversation with a man Conversation starts from a distance of *6 feet* and gradually approaching during the conversation up to *3 feet*, no less than that. Your approach depends on the effectiveness of the discussion between both of you. You will learn through the behavior of the other person for this approach in three possibilities:

- If he stays in place in a fixed position, then you are in the right way, but he still needs more time to agree!
- If he moves towards you and even get closer, this means that you gain his admiration and almost you will get his approval!
- If he moves his body unnoticeably, by tilting his back backwards, for example, you have to stop in your place and then back gradually unnoticed to the first point to start all over again!

A Woman in a conversation with a woman Conversation begins from *4 feet* to end up with *1.5 feet*, no less than that. Just as mentioned above, you have to pay attention to the reaction by the other party for the your approaching!

A man in conversation with a woman

Conversation starts from a distance of *8 feet* to end up with *2 feet* depending on the reaction. But you have to notice that when you reach the distance of 2 feet and got acceptance, where she no longer leans her body back and she is still steady in her place, you're just a step away to get what you want!

A woman in conversation with a man

For you, start from *4 feet* to end up with *1.5 feet*. You have to be cautious when approaching him not to say any comments of impression or admiration when you reach 1.5 feet during a selling (i.e. talking to your client), because the approach will open the appetite in his subconscious to focus on sexual signs and clues! Therefore, you will not allow his sensors to get any comments, eye contacts, or looks that may be considered sexual signals, but if you're talking to a future spouse or someone you like, there is no need be cautious in this regard!

Now that we know very well where we stand and how we move forward and backward depending on the reaction of others, and what are the critical distances in the persuasion process, where we start, where we stop. Let's move on to a subject that I like very much and always enjoy using strategies related to it!

Spatial Dimension We mean by that is how to use the place where we conduct our persuasion process in our favor to increase our opportunities to get the result we are looking for. Spatial dimension is divided into 3 sections:

1. **The fixed spatial dimension** (and we mean by that fixed and non-moving objects, such as walls, houses, streets, cafés, etc)!
2. **Semi-fixed spatial dimension** (such as a table, a chair, a desk, etc)!
3. **The surrounding area** (which we talked about at the beginning)!

Using the Fixed Spatial Dimension We have all heard during the football matches, (the team are playing on his ground and among his audience). It is a preference for the team that plays at home and among his audience in giving him the *strength and morale* needed. Playing on the ground of the opponent will add a sense of **alienation**. Isn't it? You, at home, behave completely different, in a comfortable and relaxed way than you do at your neighbor's or a friend's house! You behave in your city in a different way from the way you act in a new city not visited before! Your behavior and your feelings at your home country are quite different from how you feel in a new country far from home country! Therefore, and in short the preference is to

the ground and audience.

“ We feel comfortable and relaxed with a great power of *control* when we are on our land and among our audience. We feel uncomfortable when we are in the land of others and among his audience. ”

This is precisely what we will use in the persuasion process! Try to be in your land, try to bring the client to your office. Try to invite that girl to the café, where you usually go every day, and everyone there knows you. You will be fully relaxed because you are the host, he/she will be in tension for trying to be lighthearted and polite guest, and this is what makes him a less focused on the commands or instructions from you. For example, have you noticed that when guests visit you as a friend or a neighbor, that he will immediately follow your instructions, “Please sit here?” You will notice that he is going to move like a robot without arguing to sit where you asked him to sit in! “Please, drink your coffee,” and you will notice that she will immediately grab the cup of coffee and start sipping from it!

So, this preference is always easy to use when you are in your land, but unfortunately, this preference is not always available. It is very difficult to convince a new client that he does not know me well to come to my office to persuade him. Therefore, we find that we always lose this preference, for as long as we will be on his ground and among his audience, and this gives us a sense of his strength and control because we are on his ground. We are so because of respect and civility of course, not because we are weak personalities. But when you are able to drag the game to your land, please do so!

Using semi-fixed spatial dimension Here we will

learn in a few seconds how and where to sit in a meeting at the client's office or a meeting with a friend or girlfriend!

The Golden Rule “ You sit down in opposite of the place ... He sits only opposite to you! ”

If you are in the meeting room, you sit down facing the room door, whereas he sits opposite to you not able to see the outside, he only sees you! You are sitting in a café facing everyone, he is sitting facing you alone but he does not see anyone except you, everybody is behind him! There are several possibilities that you must pay attention to, these are:

First: You enter the client's office and he guides you to where you sit either in words or by pointing using his hand. In this possibility, which always happens you have to always adhere to the commands by your host! Regardless of the hosts position in the company, whether high ranking or low level, respecting the host respect is the most important point you should always keep in mind. Lack of respect and sitting somewhere else, will immediately raise the alarm barriers that he is not impressed of you and you're a rude person, consequently, there will be neither sales no persuasion ever! So, you'll always respect what the host asks you to do, if you're in a business meeting or even a visit to one of your relatives, you do not need to fear. Yes, this makes you an **beta** for moments (ground advantage and the public), but you will use the method of shaking hands, sitting, and talking as an **ALPHA** as we learned earlier, so you are an **ALPHA** , no doubt!

Second, the meeting in a café, restaurant or public place!

There are three possibilities here#1 : **You arrive there first**

So you can choose the appropriate table and sit on the chair to have all the café facing you and have your client or your friend ... etc facing you only, so he just cannot see anyone else, everything is behind him. This is the best possibility, because his/her concentration or focus will not be distracted to look around and if he/she tries to move his eyes away from you, he will be in a place or a corner with narrow vision where he does not see through it, but you. So, we'll always try to get this preference as much as possible, except in one special case!

The X-wife Strategy If you are going to meet your

former spouse or someone else, and you do not want her *him to feel that you are interested in, even if you are really so, but you want to send him or her this message, you have always to come late for this meeting. Let him her wait for you!* Of course, you do not need to be very late, but do not come on time and never come before him or her. It is evidence of your need that you miss him *her too much and thus losing much of your power in front of him her.* This strategy is very effective in the process of persuasion to steal another person's *authority.* Yes, he chose the place, but we will learn in the next step how to cancel it and employ it for our interest. If you know that he is an **ALPHA** or he is trying to put himself as an **ALPHA** , you have to drag him into your world. You make him wait for your arrival, and certainly we will not do that with strangers, because persuasion expert always respects his appointments and times. Should you not do that, you will lose a lot of your credibility!

#2 He arrives there first It is just as in the case of visiting the client in his office. When the other party arrives first, he will choose the place, sits on the chair he wants and you are doomed so by his choice, but there are several ways to change that depending on who is he / she!

A Client whom you know for the first time Here, you have to respect the place that he has chosen and stay there. It's his ground now and you have to respect his orders to sit where he asks you. It may be in your favor and you sit facing the café in and he is facing you only, this is just gorgeous! But you could be facing him and he can only see the café behind you! (Note ... if he sits facing everybody, you should know that he carries some of the characteristics of **ALPHA** inside him, as he sits in the face of everyone. If the case is the opposite and he himself chooses to sit against the wall, for example, with his back to the rest of the café, you know immediately that he is a weak person and easy to be controlled!) But if he was sitting facing everyone (**ALPHA**) and you are the only one in front of him, you can steal his advantage immediately by a technical magic! Oh my God, how much I love doing it!

Follow the following, immediately when you sit in a place chosen by him, and after shaking hands and smiling, you sit down and immediately lean your body outwards and extend your hand toward the café waiter; ask the client what does he like to drink, coffee or juice? Oh my God, **have you realized the power of this technique!** You have turned the place to become your own immediately and you are the host now. It does not matter what his response or reaction would be; (Thank you, I've already asked a little while ago, Thank you), or: (I think I would like to have a glass of water only). It does not matter; you have stolen the place, it becomes yours, and you are the host. Certainly, if he has not ordered anything yet, or he was waiting for you to order for both of you, there is a high probability that he is **beta** and easy to be persuaded and controlled. Use this technique to steal his authority and power over the place if you sit facing the wall and your back is against the coffee shop!

A client whom you met several times The relationship has become more a friendship relation more than a business relationship or a friend or someone whom you admire and want to build a relationship between you and him. This is a braking point! You have to test him before this time. If he is **ALPHA**, **beta** or an **easy beta** to be controlled and persuaded, it is either you know this in advance through your previous, or you do not know! You'll know by using the X-wife strategy, so you need to come late for meeting with him. If he was waiting you to come at 10 o'clock, you need to come at 10:30, neither before nor after! Then you have to notice

his face expressions, of course, if he is one of your friends, he will try to express his anger and admonish you for being so late. The degree of admonition will depend upon on your relationship with each other, where it increases more if the degree of relationship and friendship is stronger. Your answer will determine that! (I apologize; I was late in the previous meeting)! Do not give a lot of excuses, just one short sentence explaining why you are late. Now, if he stops there and expressed a lot of anger, but still he did not order something and was waiting for you, until you find him saying: (I feel a lot hungry, where have you been all this time), he is immediately **beta**, and you are **ALPHA** owning the place. All you have to do, just like in the previous point, turn your back towards the back, point to the restaurant or cafe waiter to come, and then turn your head towards him and tell him, "*I will order grilled chicken, do you want me to order something for you?* " Or you can do something and announce it immediately and forever that are the governor of this relationship and your orders are followed. When you arrive there, express your dislike of the place where he sits but do it with absolute respect as saying: " Oh, this place is awesome, but let us sit down at that table over there near the window, we can speak more clearly and quietly " . Do not wait for his answer / her answer. While saying that, you will call the café waiter and ask him if that table available, and immediately close the chair and carry his things on the table such as keys or a pack of cigarettes, and you smile (let us go), as if you are saying to him, look I have got a more impressive place, but remember do it with respect!

In fact, Im doing this on my first date with a new girl, especially if i want to steal her personal authority that she has when I met her the first time where she was acting as if she of higher level. All I do is to be late a little, and when I arrive, I shake hands with her and express my dislike of the place by looking around for another table. I call the café waiter, help her to carry her personal stuff, choose a chair for her help her as a polite man in sitting on first, and thus turned the preference to me immediately!

#3 You both arrive at the same time And here, you would do the following; you will enter the café and find the right place, and he *she is in the back*,

*you point with your hand, or move the chair for him her in the place where you want him her to sit. My dear, you are the owner of the place. Once you sit, you smile and lean towards himher and say, "**What do you think it is a nice place indeed!**"* even If he was the one to choose the place or you, it does not matter. Just say that sentence, he will understand that you liked his choice if he was the one to choose, or you politely ask him to show his admiration for the place you have chosen. You are a distinguished person; you know where to go and how to spend your time! Here is an additional strategy ...

The Preferred Customer Strategy This additional strategy is not related to the spatial dimension but it is linked closely to it. When you choose a place to meet, and choose the right time for you as an **ALPHA** person, always choose a place where you are well known. If you are not known anywhere, choose now a place to go to every day for a week. Choose a nice restaurant, and go there take your lunch there for a week. Go by yourself now; get to know the owner of the restaurant. Do not be afraid, he will be always smiling to you, as he saw you daily

during this week. Get to know him, introduce yourself, your business, and get to know the restaurant waiters and waitresses. Be nice there, and get to know everyone. When you're ready, I mean by that, when you enter there, everybody knows you and greets you, the lounge managers walks towards you leading you to your usual table. You are now ready to host others! A Client, a girl you admire, an old friend ... etc! What will happen? After you both meet together in the outside, you will enter first, everyone will welcome you, the restaurant owner will greet you, all workers smile at you, and the lounge manager walks towards you leading you to your usual table. You find him immediately asks you after you both sit down, (yes Mr. Alaa, as usual or do you want to have the menu?).What I normally do, as follows: once I sit down, I look at the other party and say to him, “ *This restaurant has the best grilled steak at all, do you eat grilled meat? You definitely need to try it* ” but if the party is vegetarian, I will say, “ *So, you can try the pasta* ” and then I call on the lounge manager not anyone else, “ *Well for me, I'll have steak with additions, and pasta for her!* ”.

Did you feel **that POWER**, that you are the dominant, the controller; you are the owner of the place and the earth. Whether he/she, they are now

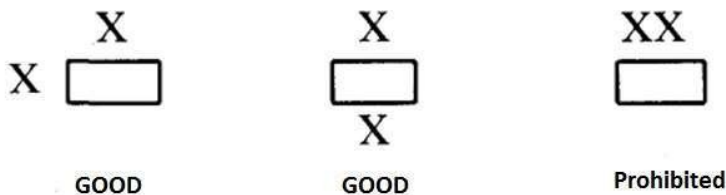
in your world in your life, he becomes part of it; you allowed him / her to be so. You will feel the strength of your character immediately and you are a **supernatural ALPHA** , and that he/she has to gain your admiration as much as they can.

“ Her\His persuasion would just be a simple process to the extent beyond your imagination. ”

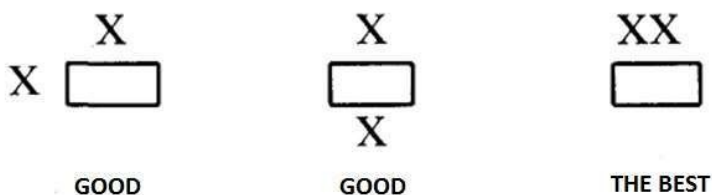
Now stop reading this, switch off your computer, put on your clothes, and remember what and how to wear; go downtown, look for a restaurant and a café, to be your usual place as for next week, you will be there all time, you will be the *preferred customer!*

Now, let us talk about **The Suitable Seat for persuasion strategy!**

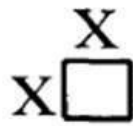
You have to choose the right seat to be more convincing, and you will learn how to do so according to studies done by many in the field of psychology **Rectangular Table If you are in general conversation**



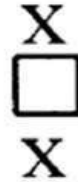
If you are looking for a joint cooperation



Round or Square Table General Conversation or



GOOD



Prohibited

Joint Cooperation

In a Café

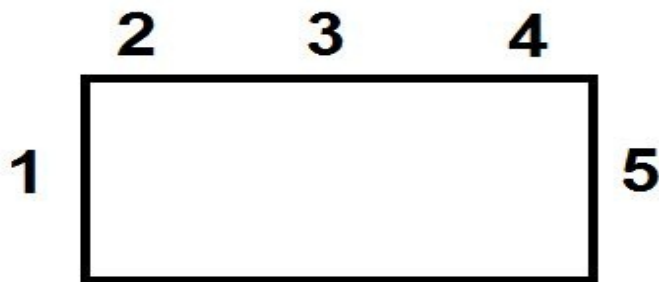
Friends of the same gender	The best	It is OK	Good**
Friends of both genders	The Best	Good	Not Allowed
Close friends or lovers	Good	It is OK	The Best

** (In the case of a woman with a woman only) **In a Restaurant**

Friends of the same gender	Not Allowed	The Best	It is OK **
Friends of both genders	Good	The best	Not allowed

Close friends or lovers	It is OK	The Best	Good
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** (In the case of a woman with a woman only) **Meeting Table**



We find that the seat number (1, 5) is always the place of the manager or the chairman, so if you can sit in one of them, that is good but not *the best*, because whoever sits there is the owner of final decision, therefore, let the manager sit there as usual. It does not matter for you, because you will always choose chair number **(3)** since it is the seat of the official speaker in the session. You find Heads of States in formal talks with other countries sitting in this place in particular. In this seat, you control the session, you are the one who starts debate and discussion, you ask others to participate. Therefore, as a persuasion expert, you will try to sit there. Seats (2 and 4) are always the places for people who never talk during discussion. See the official talks between countries, you will find some of the very important people of the state sitting there, but they do not talk, therefore, there is no need for persuasion in these seats. If you sit there, you are not the speaker person and not important in the meeting, and nobody on the table will listen to your opinions.

The Dining Table Strategy Since we were kids and when we sit down at the dining table, the father sits in number 1 seat, the mother sits in number 5, and the rest of brothers and sisters in the rest of the seats. What does this mean? In the subconscious, we have learned throughout our lives that the first command source (mother and father) will be sitting

in these seats. Therefore, the strategy is as follows: you are sitting in seat **No. 3** and whenever you want to get everyone's approval on an opinion you have said or on an idea put forward, all you have to do when you say that is to look seat number. 5 or 1 and try to get his/her approval. What will happen when number 5 or 1 agrees with your opinion, you will find that everyone in all the seats agree magically with you on this idea, why is that? Command source (5 father and mother 1) have agreed, then we all have to agree.

PHASE#3

SECRET INTELLIGENCE PHASE

The Secret Question Code

The Value Code

Communication Styles Code

The Decision Maker Code

“ The way to get started is to quit talking and begin doing. ”

[-Walt Disney](#)

Intelligence System

Just as in most countries of the world, there is an intelligence system or service that is concerned in collecting and analyzing information for the protection of the national security of the state. This is exactly what we will do; If I want to know how to speak with this person in front of me, and if I want to convince him with an idea, and I want to get his approval, I have to walk in the light, as we have previously said. I should draw a **road map** by which I have to go to get an approval. Before starting to use persuasion strategies you have learned and mastered, you should know that person more; to know how his conscious and subconscious works to be able to arrange the information that I will present in the appropriate way for him to understand and get convinced. It is just as if you want to explain how a computer works to someone, and you know that this person never knows anything about the technology. You will be talking in general and simple to be understood, whereas your style of talking will be different if you are sitting down with an expert in computer devices!

Through the following codes, we will get to know the people around us. We will learn through the codes of gathering information how the internal system of the other party works, and then you will learn how to use persuasion strategies consequently. You will sit with the other party and use the codes mentioned above in order to collect information about him so that gives you a vision of the type of strategies to be implemented based on the information obtained!

Let us start with those codes right away!

CHAPTER NINE

The Secret Question Code

How you will know what others are thinking of, how will you know what they are looking for, and what will give you a clear picture of the road, which you will follow will in the persuasion process?

There is an answer for each question This rule is a golden rule; you name it, (**An answer for each question**)!

Unfortunately, some salesmen are characterized by superior sales ability to speak, and you find them during meetings, talking and talking without stopping, presenting more and more information. Sometimes they succeed and very often, they fail. Yes, everyone thinks that the sales man has to speak without interruption, but this is completely wrong. You talk and the customer listens, you come out from the meeting without the slightest idea in your mind of what the client really wanted!

Strategy # 1 (The Question) This Strategy provides in-depth research on *the depth* of the mind of the other party for a clear picture of the way of approaching to convince this person. How do you get this picture? Yes, it is true, through **a question!** Therefore, it is simply asking question as many as you can! Here is how to implement this strategy. From now on, you will start any conversation with anyone else with questions. Do not talk about yourself, just start by asking questions repeatedly. We will learn shortly about what will you be asking

about. Let us say that you want to convince someone of your product, and you only have 10 minutes; If you are an ordinary man, you will begin immediately to speak about your product and you will repeat many times about how much wonderful and effective is this product is... *etc.* The possibility that the client will buy this product is about 50%!

But if you are an expert in the science of persuasion, as you will become later, you will spend the first 6 minutes listening to your customer after each question you asked.. Then you will talk about your product based on his answers for two minutes. You will sign the contract and take the money and give him the product in the last two minutes.. The success rate is 90%!

Therefore, in any conversation from now on, we will divide time into sections: **60%** of the time will be dedicated to get to know better the other party through using several strategies, including questions. We will learn in particular how, when and from where to enter, how to end, and from where to come out. We will draw a map of the other person, to collect information about him/her, and to know how to carry out the operation? **30%** of time will be for persuasion, and the last **10%** will be to close the conversation. Let us know more about this strategy: **Questions used by the persuasion expert who is actually you to :**

1. Determine the values and main needs!
2. Determine the direction of the conversation!
3. Knowing the internal system for decision-making!
4. Knowing rejection factors and clarification!

“ Human beings do not know what they believe in and do not know why they think like so! ”

Therefore, we use questions to clarify the values, views, and beliefs to be able to understand the other party and manage the conversation more effectively. Did you know that it is impossible to ask a question without getting an answer to it? Even if the other person does not talk, he will answer it with his mind and his body language. Now I'll leave you with this conversation that happened to me in one of the meetings. Think deeply and attentively about it with imagination, and I want you to focus on the way the questions and how I could manage to talk and look for the golden piece of information, **the key** to persuade this client to buy my product: **Client:** Alaa , let me think about it!

I: Of course, you have to think about the subject, but what prevents you from taking the decision now, is it the power of the company that I represent?

Client: No, of course I am confident that your company is one of the most powerful companies in this area, but I need some time to think!

I: So, it is our service that you do not like?

Client: Of course I like, this is a great service and we really need it, I told you I need some time to think about all the possibilities!

(Notice here how I make the client announce loudly that he wants the service and it is a great – Adherence to the principle Law) **I:** Are we talking here about the monthly payments and expenses?

Client: Yes, in fact, I think I need to think about how I can manage these payments!

I: How much exactly do you expect that you will be able to pay in one month?

Client: I think we will be able to provide over \$ 800 a month!

I: Gorgeous, but you need this service, and as I said you need it now ,(he

did not say that - inject the memory with false information)!

Client: Yes, we need it, but the payments .

I: So, we are talking about \$ 860 a month. Do you think that your need for this service will make you save \$ 30 a day to get this service?

Client: Haha, I do not think that this is difficult for sure!

I: What do you think of signing the order now, so I can book the service for you today when I get back to the office so you can be able to get it tomorrow!

Have you seen what happened? If I were not an expert of persuasion and precisely understand the power of questions and how to use them and change the course of any conversation, I will not be able to change the client's decision from let me think about it (and 80% this means that he will not buy) to (I do not think that this is certainly difficult)! I inquired about the reason for the rejection, and a question after another, until I got to the result where I can address it and succeeded in signing a contract.

Therefore, the *questions* controls the conversation and lead it to the whole picture of the way that you have to take, but there are some cases in which logical questions are useless to get you to the result when the other party is *linked emotionally* to his opinion. For example, you go to talk to a girl in one of the cafés and to persuade her that you are a wonderful person and she has to sip a cup of coffee with you. Logically, she is convinced but refuses your request because she is emotionally connected with someone else. You talk with someone to sell your magnificent and luxurious car and he refuses to buy it, because this person wants to have Porsche and nothing else. Logically, you will get him to the point that your car is the best choice for him, but he is associated emotionally with something else. Sometimes you can change the perspective of someone, but in most cases you will not be able to reach a satisfactory result for both parties.

Therefore, you have to ask and then ask over again until you get to know the other party very well; to know how he thinks, behaves and reacts, *what exactly he wants*, and what is important for him. Throughout the subsequent codes, we will give a lot of examples containing drawing the

road map to the other party through questions, but I prefer to mention them in a timely manner!

CHAPTER TEN

THE VALUES CODE

We talked about this code earlier, but it is so important that we have to sit here talking about it in details. What is the most important thing you want or want to get through (owning a house, buying a dress, getting a promotion, ... etc.)?! Before you start any offer, before talking about yourself, or before you start persuasion, if you do not know what the other party is interested in what you provide or offer, you will fail! There are two types of values:

A. The Core values

B. Such as the house, the car, marriage, children, and traveling, *etc.*

C. Emotional values

These are the values associated with the core values, and they are of two types: • **What attracts us** such as love, compassion, happiness, ecstasy, ... *etc.*

• **What we avoid** such as fear, misery, depression, ... *etc.*

Anthony Robbins (the author of the book Unlimited Power) says: “ We want things or details in life (core values) for what they provide us with sensations and feelings (emotional values) ”

Your job as an expert in persuasion is to know exactly what these values to show the other party how are you going to meet these values for him through your thoughts, products, and services. Before you start with someone else, write down now what are your values have;.

What attracts you? :

1.
2.
3.
4.
5.

What you try to avoid?

1.
2.
3.
4.
5.

So, now you will learn in any conversation that you need to know well what is important for the other party.

The Three Questions Technique You: What is the most important to you when you buy a gold ring?

She: I want to get a good ring, but at a reasonable price!

You: And how do you know you got a good ring at a reasonable price?

She: I want to have a distinctive ring with a price not exceeding \$ 3,000.

You: So, If I bring you a ring in new and modern designs and at this price ... , are you going to buy it?

She: Certainly! why not. Let me see this ring!

Thus, the deal was concluded in less than a minute!

Three interrelated questions: **The first;** you ask about the most important values for the other party!

The second; to determine the *emotional value* behind the *core value* and to determine how the other party thinks to meet the core value!

The third; you use everything he said and relate it with your product, idea, or your call!

What if the answer was "no" to the third question?

You have to go back to the beginning once again and ask what are the important things for you too?

You will not stop until you get approval, and you'll get it if you use this technique, because you **know what he wants** and you're turning your product to that thing he want, so why not? This is exactly what happened to me five years ago at dinner with one of the girls (Sarah) whom I was very impressed. My values at that time were freedom, travelling, and ongoing adventure. I did not really know what were her values, so the conversation with her went as follows: I: I'm glad that we finally met, this restaurant is fabulous!

Sarah: Yes, certainly, yes I think it is a quiet place!

I: I know a distinctive restaurant in Beirut! The place is great, sitting outside is overlooking the main street. Have you been to Beirut before?

Sarah: No, I have not been there, and actually, I have not travelled before!

I: What? You do not know what have you missed, as for me I travel constantly!

Sarah: Yes, I know, but I do not like travelling a lot!

I: How do you manage to spend your leisure time on holidays?

Sarah: I enjoy spending time with friends. I like watching movies in the evening with the family or with my friends!

I: For me, I cannot stay at home, never! In the past week, I tried skydiving , Have you tried this before?

Sarah: Oh my God! No, definitely not!

I: It's a strange feeling, enthusiasm, excitement that make you someone else!

Sarah: I do not think I'll do it ever, I think that **this madness**, I prefer to do things more quiet than this.

There was no need to continue with the conversation anymore, because it did not last long after that. As for Sarah, I have not heard anything about her since that meeting, neither has she. I think that the reason is obvious; it's the great difference in personalities. This does not mean to be like the others, because we are never like the others. All of this is about that I have no connection whatsoever and everything with that girl to start our conversation. Do not be surprised! You are not a layman just talking, but you're an expert in persuasion and control. You go far away with the other party to hold his hand, and get back.

Imagine with me again the conversation , but this time by an expert in persuasion; how it will happen and how it will end up with a strong relationship and admiration from both sides: **I** : I am very happy that we finally met, what do you think about the place?

Sarah: I'm so happy too. Yes, it is nice and quiet I haven't been to it before!

I: I love this place so much, it's really **quiet**. I come here almost every weekend! But what do you usually do over the weekend?

Sarah: I usually watch movies at home!

I: This is a fantastic, so tell me sarah, how is the ideal night going to be for you?

Sarah: mmm, I do not know, I think I will invite some of my friends to the house, prepare dinner and sit down to talk all night, no adventures, I presume!

I: This is gorgeous! We need to have calmness, especially in the weekend, just talking. I think that I have to try it!

Sarah: I do not know, but I like to enjoy myself sometimes quietly at home!

I: Yes, you prepare dinner, place some candles, and sit down listening to quiet music. I think that's wonderful!

Sarah: It is the best, sometimes it gives me some energy to relax!

I: Oh my God, how much do I need to relax! It seems that I'll try your

magical recipe!

Sarah: Haha, You're cute!

I: haha, I know that! You seem to be a skilled cook.

Sarah: haha, No I'm not so much, but I love cooking!

I: I think you're skillful. Tell me now what is your secret recipe?

Sarah: I think I am skilled in preparing and cooking steaks with mushroom sauce!

I: I have to try it immediately, I also learned cooking, because I travel for long times to several countries, I learned a lot about how to prepare food from various countries!

Sarah: Oh, this is awesome!

I: I am not skillful at all, but I think you would love my own way in preparing pasta!

Sarah: Wow! I think I have to try it!

I: You know, I will set my house for the nicest weekend at all; music, candles, ..etc. But you have to cook your favorite meal, I have to taste it, and in return, I will make you pasta. Generally, try to eat before you come, haha! Six o'clock would be good!

What do you think? Have you noticed the difference? Despite the great difference between both of us, but this time we both (Sara and I) were able to be closer and more harmonious.

Certainly, you will start using these three questions now today with anyone around you! If you are sitting down alone by yourself, go out after reading these questions and use them now over and over as many times as you can, in every meeting and conversation. Listen to yourself while using them. Three weeks of practicing, and the issue will be as the issue of driving a car, no need to think so much about it!

CHAPTER ELEVEN

COMMUNICATION STYLES CODE

How do other people talk? What does it mean how do they talk or how they behave? This does not matter for others, but as an expert in persuasion, you have to know who the other person is. As you know, it is easier to put human beings in certain boxes, groups. In fact it is impossible, because everyone of us is different from each other in regards to personalities and communication styles. But we share some of the qualities that, as an expert in persuasion, I can determine the percentage of which 70% who the other person is, sometimes it can reach up to 100% , and perhaps down to 1% at other times. But what concerns me, I will not know exactly who is in front of me in a meeting or a business lunch. It may need years to build up rapport and relationship. But I will only need *key headings* to identify which group that person is in. Therefore, I can determine the appropriate **communication style** to get the approval (**Yes**)!

Of course, as I said it is impossible to give a test of character for each person you meet to know how to talk with him. But we'll know a little; the basics which will enable us to design our own conversation techniques to match the others.

According to Psychology Experts, Human beings personalities are generally divided into four main types:

- Leader
- Analytical
- Sociable
- Friendly

Each one of us falls in one of these groups. Some of us are of a leader personality, whereas others are considered sociable, and some of us

may have a bit of this and that, but none of us is outside of these groups. Before you get to know the qualities of each of these four groups, we need to know that there is no one who is only a leader, or just an analyst, rather one may have a combination of all characteristics by in various degrees and percentages. All we have to do, is to have a short conversation with this person before we start talking about what we want to do to convince him/her. We have to know which of these groups has the higher percentage forming his/her character; **this code is interesting!** Because you'll see yourself first, where you are at, and who you are, you will find your friends, your boss at work, you will see where your husband is, and then we will learn how to convince each and every one of these groups!

The Leader The main qualities of this person

- does not waste time!
- wants the results at any cost!
- always in charge!
- absolutely convinced that the work ends with of positive and satisfactory results when he/she is responsible for the work!
- very confident of himself! /herself!
- independent in his/her way of thinking!
- loves challenges!
- makes a decision quickly and immediately!
- expects everyone to work with all his or her capacities!
- considered to be in the most antagonist group compared with the rest groups!

- creates his/her own world around him/her and enjoys being in control!
- wants everyone to recognize his/her accomplishments!
- thinks fast!
- makes the decision based on the information available to him/her now!
- succeeds in any job or job position as long as he/she is in charge!
- expect everyone to be on time and pay attention to those who does not!
- You will find him/her in a position of the Chairman of the Board of Directors, a manager of the company, or a team manager!

How to convince a leader ?

Here is the strategy:

In fact, the leader person is the *easiest type* of people to convince, but you have to provide him the information in a special order to get the best result:

- Since the leader person takes decisions quickly and instantly based on the information available to him/her, your speech has to be brief and include only key information!
- You have to be ready to talk fast!
- You have to hit the subject immediately to the point without introductions!
- You have to tell him/her what does the product you sell do, or what is your idea that you are presenting to him/her. Do this quickly!
- Stay away completely from details, as he/she does not need them. Remember that he/she is capable of making decisions based on the information available to him/her!
- Since he/she has no time to waste, so you have to be brief in what you are talking about!

- He/she is looking for results, so you have to tell him/her what will happen if he/she uses your product now; what are the *benefits* that he/she will get from your product/service?
- You have **always** to end talking by giving him/her two options to choose one of them," Would you like to have a meeting on Sunday, or next Thursday? "

Therefore, these are the key points through which you have to engineer and design your talking to convince a leader person. Now, imagine you are about to go to meet a businessman or a chairman of a board of directors of a huge company, in order to set a date for a meeting next week. This person is on his way out from his office going toward his car, and you have less than a minute to get his/her approval. Bring a piece of paper, and write down *five to six sentences* only to convince him/her that he should meet you, as he needs what you sell. Now, after you finish writing these sentences, bring your phone mobile, start the stopwatch, and start talking as if you are talking to that person, look at the stopwatch, you have only **one minute!** Do you find yourself convincing ?

This is what happened to me many times when I was sitting in the office for weeks talking to the company's director, secretary, and even the janitorial worker to find a way to meet him/her. I know that he/she needs my product/service, so I sometimes use this method, to go directly to the company and try to set an appointment directly with him/her!

*Hello, mister , I am Alaa al-Saadi from Company, (I shake hands with him/her as we have learned before). This person stops to see what I want, but his/her body is in the other direction away from me and closer to the car – so I have to adjust my body too to lean at an angle away from him (which means to him/her that I will not take much of his/her time as well as I am an **ALPHA** person, and that I did not stop him/her for something silly)!*

“ I know you are using satellite internet old system. This is definitely very expensive and costs you a fortune every month. I have a solution for you which is a new system of the internet at a higher speed. I will also reduce your expenses to less than half. It is ten minutes what I need from you, so would you prefer to meet on Wednesday, at 10,00 o'clock or in the

afternoon? ”

The deal was concluded even before the meeting, because in the meeting, I will not sit with him for more than ten minutes to explain to him what this system is, and then I will leave him to meet with his team staff to discuss the details. Is this close to what I have written? Certainly, your style may be better, but in general, the whole idea is clear!

The Analytical Main characteristics

- always thinks logically!
- looks for logic in everything he/she sees!
- slow in making decisions!
- always prepared before he/she speaks!
- looks for perfection!
- good at numbers, analysis, operations!
- enjoys solving problems!
- likes to talk in depth about the problems!
- enjoy working alone in any function assigned to him/his!

- always follows the regulations and instructions given to him/her!
- does ever hurt the feelings of others!
- life does not carry a lot of adventures, it is closer to the routine!
- punctual on his/her appointments!
- the best accountant, editor, language translator!

How to convince an Analytical Here is the strategy!

- The analytical person does not make a decision innately immediately!
- He/she needs a lot of details, logical in his/her offers, evidence, numbers!
- He/she needs a lot of time to make a decision so you have to give him the opportunity and time to think!
- Be prepared to enter into the minute details!
- Meeting with an analytical person can be extended to more than an hour!
- You have to be careful to speak the vague language of a sales person that does not mean a lot to him/her!
- If you say that the product reduces the costs, you have to prove to him/her how much exactly you will decrease the costs!
- You should never put pressure on him/her to take a decision now, but on the contrary give him/her the opportunity of (Sir, Madam, I think you

need some time to think about this, this is my number, at any time)!

Do you know anyone around you who has this personality? Try to imagine him/her now. I do not know, but whenever I think about this character, an image comes across my mind of someone wearing a striped shirt, wearing glasses, his hair does not follow any hairstyle, but it is tidy. He/she is walking more slowly than others, and you will find him spending most of the night watching TV, watching the news, paying electricity and water bills and he is always on time! So, what about you?

The Sociable Main characteristics

- enjoys social relations!
- likes to be around with others!
- loves to enjoy things and to be interesting to others!
- loves fun!
- tends to amplification and the generalization in his/her speeches!
- speaker and lives the moment!
- not good at managing the details!
- moves in every direction!
- speaks for long times on the phone!
- acts through his feelings!
- the best in public relations, reception, and customer service!
- Sometimes, you find him/her as a company manager or a team leader, but he/she is not as good as the leader person because his/her decisions are made based on his /her feelings and not through logic!

How to convince a Sociable Here is the strategy:

- Convincing a sociable person is not difficult, but he/she takes time!

He/she does not care too much about time in any case!

- He/she needs to know that what you offer will be approved by his/her group or his/her friends!
- He/she needs you to focus on the importance of what you offer and the impact on his/her social image!
- You have to give him/her examples of other people like him/her using what you offered or they do what he would do!
- Do not waste his/her time in details because he/she will feel bored immediately!
- You have to focus more on **fun emotions** that he/she will feel if he/she is going to use your product, idea, or your offer! Let him/her feel and imagine it. You will find him/her more likely to imagine than other groups!
- Focus on words like (fun ... wonderful ... interesting ... Hamas ... exciting ...) and plug it in, including exposure!
- Do not give him time to think ... because it does not know the value of time so put him in a state of wonderful feelings and linking what you want to get it and then ask him to give you **a decision immediately!**

Now imagine the picture of this person, link it to one whom you know that possesses such qualities, contact him now, and ask to meet him for a cup of coffee this evening. Prepare any idea you want; any idea, and you will try to convince him today using the strategy above, simple! Isn't it? Now imagine that you are calling him, surprise me, and convince him over the phone! This is gorgeous! I want you to convince this sociable person, who will say that he is busy tonight, to go out with you, and this is enough! Prepare what you would say now through the points listed above! Call over and over repeatedly, and you call now!

The Friendly Main characteristics

- Steadfast in his/her feelings!
- Rational!
- Everyone loves him/her for his/her goodness, morals and his/her friendly style with everyone!
- Quiet and loves being in a relationship!
- Acting through his feelings as the sociable person!
- Does not hurt the feelings of others and does not imagine that others might hurt his/her feelings!
- He/she is sincere in his feelings and believes what others have to say about their feelings!
- He/she likes to stay in status quo, and hates change!
- He/she is a wonderful listener, he/she agree with others even if he/she is not convinced of what they have to say. Everyone is seeking his/her help and advice at difficult times and problems to talk to him/her!
- He/she never takes a risk in any decision!
- He/she is difficult to say either "yes" or "no" to you!
- He/she does not like arguing and discussions!
- He/she is the slowest in making a decision!
- He/she is the most faithful among all groups!
-

How to convince the Friendly Here is the strategy:

- Based on key attributes above, it is clear that this person is the most difficult to be persuaded!
- Frankly speaking, the whole process is fun and makes you feel that you are tired and deserve success when you finally convince a person of this

group!

- Talking to him excitingly or in details, will eliminate the whole process immediately, so avoid it!
- You have to build a friendship with him in the beginning (and this is not difficult because he/she will respect that and will accept your friendship quickly)!
- You have to make him/her feel that he/she is making the right decision!
- You have to repeat saying to him/her, "You have taken the right decision" at least five to ten times, and definitely not in a clear direct way!
- He/she needs to feel that you are a friend to accept you!
- You can convince him quickly through embarrassment, as he finds it difficult to refuse requests from others, but in this case you'll get (one yes), and then you will lose him/her forever. Therefore, do not use this method!
- Except in one case when you ask him/her over the phone, for example, to meet tougher, here it is OK to embarrass him/her and repeat the request until he/she agrees, because when you meet him/her, you will first establish friendship before you start showing what you want him/her to agree on!

So, which one are you? Are you a leader or analytical? Do you remember the number of your meetings with others, and where errors occurred, for example, before you learn this? I used to consider myself a leader and an analytical, imagine how was I thinking? Now, I remembered some of the meetings and talks with a friendly person, but I did not know how to do it. Can you imagine how the conversation used to go on? I wanted him/her to take a decision right away, I used to exaggerate with logic and details, and it was as if I was giving him/her orders to take a decision rather than asking him/her politely. Can you imagine why I did not get (yes)? Now I want you to remember some conversations with your friends, your parents, and your wife, were you talking to them using their methods or using your style? Do you find the difference now?

Much of the information will occupy your mind and you are talking with others looking to place them in one of the groups. Therefore, you have to follow the way I think it is simple and effective and does not waste time; It is true that the percentage is only 10% to be the right group, but it will reduce the possibilities from four to two or three, which will put you on the right track. Then you will learn more by doing it several times and engage in conversations! Therefore, we have to minimize the possibilities from the beginning. When I meet someone, I do not know of which groups he/she is in, I ask him/her to make a decision that has nothing to do with what I am going to say to him/her later!

For example, what would you like to drink (we are in a café)?

His/her answer:

- **What do you think?** (Sociable or friendly)!
- **I feel** that I want orange juice (decision based on feelings; Sociable or friendly)!
- **Coffee is the best option in this list** - and then closes the menu while he threw a quick look only (leader)!
- **Coffee is the best option** - read most of the menu (more analytical)!

He/she does not look in the menu at all and already chooses (leader)!
He/she takes a lot of time (analytical-friendly)!

- **I do not know, I have not tried pineapple juice here before, I am afraid that is not good, so I will have, as in the previous time, Turkish coffee** (analytical or friendly)!

Thus 10% here, 5% there will reduce the possibilities for you. Add what we have learned from body language and what we can learn later of signals and techniques, you will find that you reduce the possibilities to 90% and will get the correct answer in most cases. You have to watch out for one thing; all of us have bits of this and that, so you have to know where and when he/she is in this group or that! You have to start now, blending techniques with this person. For example, you want to convince me now by sending me a message on the website or email so as to give

you a special session in the secret codes **for free just for you** !! You have to combine between dealing with the leader and sociable. You have to raise my enthusiasm for doing it, you should not waste my time, you have to push me to make a decision, but with caution, and you have to do it logically. Now , Write me a message, use these techniques, convince me to give you a private course in the secret codes for free just for you, and send it to me when you are ready!

CHAPTER TWELVE

Decision-Making System Code

Simply, each one of us has specific internal system that works in the order and sequence itself to make a decision. Therefore, “ If we know how the system works for the other person, and we follow it in the same sequence and order when offering what we have to the other party, the success rate will be up to more than 99% of persuasion the process.”

It is such as designing and engineering your conversation based on his/her internal system for decision-making. It is exactly as it happens, for example, when we want to buy a car, we generally follow these steps:

- Ask about car prices!
- Ask some friends who have the experience if this car is suitable and maintenance is not expensive afterwards!
- Looking for a method of financing this car if this will be from our savings or through the bank!
- Start transactions with the car dealer or the owner if it is a used or second-hand!
- Start financing transactions,... etc!

Nevertheless, these are sequence of indispensable steps to take in order to get a good and satisfying deal. Imagine that you did not ask for prices in the market, and you bought one from the first auto show you came across, are you going to feel regret later when you know that the other car dealer could sell you the same car with same specifications at a price lower than the one you have already paid? Certainly, you will regret it and you will feel that you lost!

We have an external representation and portrayal system that others see, hear, and feel it. It exhibits to them the process and the way we make our decisions, we did not notice this before, and you will not find anyone that knows it, therefore we are not experts in hiding this system away from the other party. So, you will be the only persuasion experts

who can read this system as if you are reading from a book in front of you. He/she is not going to hide it because he does not know about it before or never knows it. You will take this information, design and engineer your conversation to suit his/her internal system, then you get what you want **We will talk about two codes here:**

- The Eyes secret language.
- Representational or portrayal systems.

Eyes Secret Language Code For so long as human beings talked about a special language called the language of the eyes. It is as if there are messages we release from our eyes to express what is inside us. There are a lot of people who have insight into and experience to absorb its contents from other messages. Most people do not know nothing about it. Here, we will learn the language of the eyes and what it means and how we use the persuasion process !!! Knowing that we talked about how to use looks into the handshake, for example, or to look at a woman or a man, but we will go further deeper to understand what is meant by the eyes movements of the other party. Before we begin, you should **know the following:** In fact, I have encountered great difficulty in the application of the following strategies. During the conversation, I was very busy in the search for what I have to say to the point that I did not have time to look at the

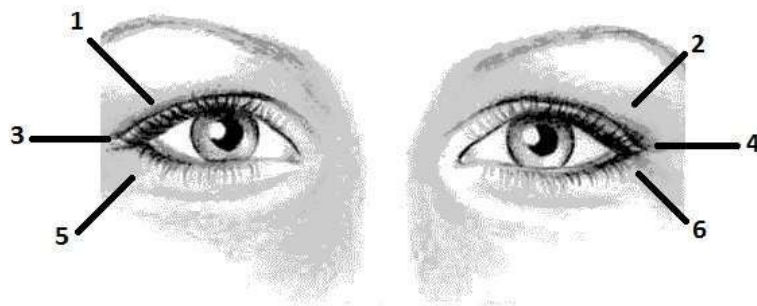
other party in the eyes and analyze them. It was difficult for me, and I needed some time to *master* this technique to become my natural way using it in my subconscious level. You will find it difficult too, as those eyes are also two windows to what is going on in the conscious and subconscious alike. Both are of such importance that may determine the result of the persuasion process either success or failure!

So, you have to *practice* looking in the eyes of others for a short time during talking to them. To do that, you do not have to draw attention that you are analyzing their eyes. Therefore, you will start doing this with a close friend or a member of your family for two weeks from now. All what you have to do during the discussion is to look at his eyes and try to analyze, but you will also analyze yourself, as you will stand before the mirror, talk and look into your eyes while talking. Better than this is to place a video camera in front of you, then zooming it so you can shoot your face up close. Try to focus on your eyes, talk about anything you want, and then play the video, see your eyes how they move, compare them to what you are saying, and learn about yourself. If you do that, you will learn about others! Now, let us start **The Eye pupil**, is the black area that gets bigger or smaller depending on light as it gets bigger when the amount of light entering the eye is little to get a better view, and it gets smaller in the case of much light to reduce light entering the eye to prevent harm to the eyes. But this pupil carries more properties than this; it gets bigger when we have feelings of admiration or when we get emotionally affected by something, and it gets smaller in the case of dissatisfaction with the situation, with the other person, or the lack of attention. We find changes when a person is lying and trying to invent a story, but what concerns us here is to focus on the pupil during the conversation and looking for changes in it: If the person is talking about a story that happened with him and his pupils started to change (from small to bigger) or vice versa, there is a high probability that this person is lying

and that this story is not true!

If you are talking to the other party and his/her pupils started to get bigger, that will be an evidence of admiration, interest and eagerness to hear more! So, you will look immediately, when meeting with another person, about the size of the pupils, if they become bigger, there is a high probability that he *she admires you, your character, and what you have to say, or heshe* is in a dark place and needs more light. So, you have to be careful with the analysis! For me, I do not stick to this 100%, but I look for changes in the pupils. If I am talking with someone the size of his/her pupils changed, this indicates admiration. You will be able to measure the extent of his/her admiration and interest of you based on the changes of his body language in accordance with your body language! Therefore, always look for *changes* in the pupils of the other person. Now, go and see someone at home, talk to him/her, and watched his/her pupils! Now, please!

Identify internal feeling based on the language



of the eyes

#1 **Create new images** Things not seen before, the eye is upwards and to the right!

#2 **Photos in memory** Something that has been seen before, The eye is upwards and to the left.

#3 **Sounds or new words** Something unheard of before, the eye is in the middle and to the right!

#4 **Sounds and words in memory** Old sounds or a previous conversation, the eye is in the middle and to the left #5 **Internal feelings of taste or smell** Previous feelings, looking for a sense in the future, the eye is downwards, and to the right!

#6 **Self talking** The eye is downwards and to the left!

This certainly applies to both eyes. So, every move means something special ... Why? Because when you are trying to remember a story, you send a message to the brain to enter into memory and bring out this story. You will find your eyes go upwards and to the left to remember those pictures and the story, but how do we use this?

All we have to do is simply to look at his/her eyes during his/her speech. If he/she looks upwards and to the left (he/she is trying to remember an image), and if he/she looks downwards and to the right (he/she has a feeling of something). If he/she looks upwards and to the right (inventing an image in his/her head that he/she has never seen like it before), all you have to do is to analyze the movements of his/her eyes, why? Simply to know what is the sequence of his/her decision-making process.

For example, he/she wants to buy a car, at the beginning , he/she remembers the car image, then he/she has a feeling when owning this car. Then he/she invents a story as he/she is driving this car, so when this person makes a decision: He/she first **wants to see, wants to feel, and wants to imagine!**

How to sell something to this person: Let him/her **see** the car, make him/her **feel** wonderful of owning the car, and send him/her into **the future** to see himself/herself in the car and everyone look at him/her with admiration. Therefore, we use this method to find out, analyze the internal feelings, the way they work, their sequence within the mental system, and the best place to be used in order to know the other person's way of work during his/her *decision-making process*.

Here is a way of how it works You: So, tell me about the man of your dreams, how do you choose him?

Susan: mmm, let me think (**her eyes are upwards and to the right**). I want him to be someone who is serious in his life (**her eyes are upwards and to the left**), makes me feel his strength when hugging me (**her eyes**

are downwards and to the right), when I hear his voice (her eyes are in the middle and to the left), I have that feeling that I got what I wanted, I got excited (her eyes are downwards and to the right), his words are different (her eyes are in the middle and to the right), loves me for being myself, and loves my character with all my faults and errors (her eyes are downwards and to the left), he simply loves me (her eyes are upwards and to the right)!

So, what happened here? Bring a piece of paper and write down the *equation of how to convince Susan* through her internal system to make a decision for choosing the man of her dreams. Then try to write how you will respond to her based on this system. Stay here for a little bit, try what we have learned from above, good! Have you got this equation or formula?

Creating an image + remember a picture of a person + internal feeling + a voice from memory + inner feeling + formation of new words + self talk + Imagine a picture!

Have you almost got this? This is awesome! As for Suzan, :

- She has imagined this person!
- She has remembered someone looks like what she has imagined (a former lover, her father, an actor, whatever)!
- This imagination has provided her with a feeling of kindness and warm-heartedness!
- She has heard his voice inside her (looked in her memory for a similar sound)!
- She has an overwhelming feeling of love!
- She goes deep inside herself as if she is talking to herself to confess that she has many mistakes!
- She imagines how this person is going to provide her with love!

This is precisely Susan's internal system to make a decision to choose a man of her dreams. Of course, the language of her eyes, her words are identical and linked together to show you the meaning more clearly now! How will you respond to Susan to place yourself, for example, to be the man of her dreams that she will choose. You will find at the end of the discussion, that she will choose you and no one else. Please try to write sentences as stated in the previous example, your own sentences! For me, I will answer this way: I: **Imagine that you are with this person now for a moment!**

I make her imagine through my imagination **number 1**, and then made her governed by my vision. I am in front of her, and it is often difficult to imagine anyone else, and notice that you are in front of her, and now, **A person who looks like someone that you know** I made her move to her memory, **number 2** ...

Gives you the feeling of warm as getting closer to you I provided her with the feeling that she was looking for, **number 3** . I pointed my fingers at myself as if I am saying to her subconscious to keep looking at me.

With his calm and deep voice, the voice of a mysterious man I made her go into her memory looking for such a sound, **number 4**. I reduce the tone of my voice but still talking deeply. This will disable her from preventing my voice from being the voice that she is looking for.

When sneaking into your ears, you will be flooded with passion, love and adoration .

I flooded her with a sense of love, **number 5**. I get closer to her and whisper as if I am whispering in her ears.

Adores you true nature, smile, body, hair, and sometimes your madness, simply loves everything in you I move her into her internal world, **number 6**. I talk about my acceptance of each crazy behavior that she does, and added the word **sometimes** so as to understand the word crazy, mistakes.

You and he are in a pretty quiet night talking the language of love silently.

I send her to imagination to form a picture of that night. While saying that, I extended both hands to point to the place, and that night is the night that I meant.

Period! It is over. She is mine, and mine alone! I am the man that she will choose a thousand times, as I have known how her internal system works, and talked through her system as a guide in hand and a path to talk! Certainly, you would not bring a piece of paper in every meeting and start taking the other party data. You will not be able to do so and master it over a day and night. But all you have to do is to start looking into the eyes of the other party as we agreed before during the talk and try to put points and link them with what he/she says, day after day you will be able to come out with the equation, and then you will master it in moments.

Representational Systems These systems depend on what the person is saying, how he/she talks, and what is the nature of his/her words. We find that there are *three* groups: 1. People who think through pictures and images!

2. People who think through voices!

3. People who think through emotions!

Use of pictures and images This group represents people who think through pictures and images!

- People who imagine ideas in short films!
- People who speak more quickly than others because ideas come as fast images!
- People that you find them more of leaders and sociable (one of the

methods to identify the appropriate method of contact)!

- People who like looking at pictures or videos or anything they can see because they help them arrange their thoughts and decisions!
- People who breathe more quickly but for a short period of time!
- People who use words like (imagine, see, I can see, light, the picture is clear), and through these words that they repeat over and over, you will know that they are people using the images in their minds to make a decision or on the whole to represent the ideas they have.

So, you have

- To speak their language, (see Mr. Khalid! Let us make the picture bigger, imagine)!
- To feed your offer to them with pictures and videos. Did you know that I have the most successful sales deal last year without even talking to the customer, all I did is to run a short, and a clear video, we watched it together for a short time not exceed one minute and a half. Since he was a leader, the picture was clear and as well as the results! **Let us sign the contract!**
- To talk a little bit quickly more than usual, exactly the way they talk!

The use of voices

- People who use voices to represent the ideas!
- People who use words such as (I hear, I can hear, I can understand the tone of your voice that you ...)
- People who breathe and speak in a medium balanced speed!

You have to follow the following to convince these people:

- Use the same words, ... "Mr. Khalid, I can hear through your words that you admire the product."
- Speak in a moderate and balanced speed, and Breathe deeply

The use of feelings

- People who use emotions to represent their ideas and decisions!
- People who speak and breathe deeply and slowly!
- People who are from the friendly person group!
- People who feel their own words, while they are talking!
- People who use words such as (I feel that, I have a feeling that, those touches, that contact ...)!

Follow this way

- Speak slowly and quietly!
- Breathe deeply while talking!
- Focus on words (such as a sense, a feeling, touch ...)
- Focus on that he/she will feel something during any point that you present.

For example:

(Do you *feel* the pain of the possibility that you will lose fifty percent of your earnings and profits just because you did not take the actions that I have presented to you this year, bad **feeling**, isn't it?) (That wonderful **feeling** when we met the first time, these touches that make you **feel** that you are everything I have in this world. Don't these **feelings** deserve to be ignited again if we meet this evening)!

Therefore, you have now signals through the voice tone, rapid breathing method, and the words you hear to determine how the internal system of

this person works, and how do you persuade him/her. Certainly, this will give you some indications of the group that this person belongs to and thus have complete control of the situation. You will talk more quickly with a leader or sociable person, whereas you will be talking quietly with an analytical or friendly person. You have to know the other party's language in order to communicate with him/her. The best thing about it, it gives you unconscious and spontaneous signals about his/her internal system. Therefore, you have to work and talk through that system since you have information and you have a strategy for each one of them!

PHASE#4

PRESENTATION PHASE

Instant Rapport Code

The Wrong Message Code

Speech Engineering Code

The Covert Hypnosis Code

The Secret Word Code

The Anchoring Code

The Subliminal Messages Code

“

Happiness is not the absence of problems, it's the ability to deal with them.

”

— [Steve Maraboli](#)

CHAPTER THIRTEEN

INSTANT RAPPORT CODE

“ You can never convince anyone if he/she hates you! ”

You have to get admiration by others; you have to break those barriers always built by others in front of us when we talk to them. We have learned how you will get *admiration* immediately through external appearance **THE CHARISMA CODE** , and through being always in the **ALPHA STATE** and so; you will get 30-40% by your body language and the special attraction laws , but is this enough? Sometimes, some women use their bodies just to get what they want even without words! A beautiful girl wearing attractive short clothing going down the street toward her car, where the parking employee is about to issue her a fine ticket because of parking without having a ticket, seeing her and see her body, she approaches him, and smiles at him. Instantly he is talking to his mind, “ *I will cancel the fine ticket immediately, but you have only to ask!* ” When she tells him: “ *Please! I forgot* ” , you will see the ticket will

be torn, as if nothing had happened.. On the contrary, if this happened to a young man or to unbeautiful woman, they will need to spend a lot of time talking to him just to convince him not to issue them a fine ticket, don't they? Now let us return to our topic! **“ In order to be able to convince others, we have to establish relationship with them! ”**

With this kind of relationship, we will break as many as we can of rejection barriers surrounding the other party, but the question is: **What is Instant RAPPORT ?**

Has this ever happened to you before? Have you ever sit in a public place or in a plane trip and began talking to someone sitting near you during the flight, and then found that both of you have many things in common as if there is some kind of **harmony** between both of you? You will find a lot of common topic and perhaps common emotions, and feelings until you find yourself talking and talking without feeling bored to the extent that you did not feel the time passing, this happened a lot! This is called that you are in **harmony** with the other party!

Have you noticed that this person has agreed with most of your opinions? Have you ever noticed how easy it is to convince him? This state of harmony is the state that must be generated between you and the other party while in the process of persuasion. I do not want to say it is impossible to do so without harmony with the other party, but I want to say that this is next to impossible. We have to be in harmony (**RAPPORT**) with the other party, as if we have made all his/her guards go! Now I am alone with him/her face to face with no guards, no walls! But can we do that with everyone when we want to? How to do it? How to design and create this harmony state with all around us when we want to? How we will enter in the state of instant **RAPPORT** with others to carry out a persuasion process easily?

Here are the contents of this code (Instant **RAPPORT** Code)! You can create this state of **RAPPORT** with those around you whenever you want using the techniques you will learn about it now! We will divide the strategies into two levels:

1. Body language strategies
2. Communication Strategies

Body Language Strategies These strategies to build *Rapport* rely on body language and how to use your body to build a state of instant *Rapport* with the other party. You will find that we need to use it at the beginning of the meeting, in most of it and even at the end. But we need it during communication strategies as if we are carrying out two simultaneous processes. We communicate with the person in accordance with the strategies that we will mention shortly, and at the same time, our body makes a state of harmony with the other party. The body language strategies to create

a state of harmony are based on a simple but effective process: “ **Mirroring the other party in his body language and then examine the harmony state through leading him/her to the language of our bodies!** ”

In other words, you have to become a *mirror* of the other party imitating his/her body movements; the tone of his/her voice, emotional state, and breathing! And then you got to examine the state of harmony through leading him/her to another body state or posture. If he/she follows you, we can say that there is now a state of harmony between both of you, why? Because we admire people who are similar to us, we feel more comfortable in their presence; we feel that we are one team. Hence comes the need for a mirror strategy and then leading them!

The Mirroring Strategy As we have learned through the CHARISMA code, you have to wear clothes close to others, but 10% better than theirs. So, when you meet the other party, you have to be similar to him in his clothes; If he is wearing a suit and shirt you have to wear a suit and tie, If he is wearing jeans and a sports shirt, you have to be in jeans and sports shirt but 10% better! You cannot always predict what others are going to wear, especially if you do not see them or know them before but try to imagine, If you are going to meet with the manager of a large company, the percent or

probability of him being in sportswear is close to impossible, If you are going to meet a friend in a mall , his probability of wearing a formal suit is very slim!

#1 The Body Posture At the beginning, you have to match him in his body position, but only by 90%, and to move in accordance with his movements, but after a short time. If he is sitting and leaning forward, you have to sit down and lean forward like him; if he standing and putting his hands in his pocket, you got to do the same at least one hand; try always to match with him in the position of his body, but try to do this under his radar, i.e he does not have to notice that you are imitating his body movements and that you're trying to be identical!

#2 Voice

If he was talking quickly, you have to do the same, if his voice was deep and speaks softly you have to match it, if he was talking nervously speak nervously, you have to try always to match his voice tone and intensity!

#3 Emotional State Try to match his emotional state; if he is in a state of anger, you have to be in a state of anger; if he was happy, you have to be so. A lot of people most of the times may make a common mistake of trying to take the other party out of his emotional state; When he meets an upset

customer or who is in a state of anger, the sales man threw some jokes to get him out of that situation, and that would not work at all as he is in a state of anger and you are in a state of euphoria! What you have to do is that you have to be also in a state of anger 90% similar to the case of the other party. Do not be afraid! You will get him out of this state by leading him after obtaining a state of harmony! For example, you meet someone in a train station and he is in a state of anger because he is late for work due to congestion and crowdness. Have you noticed that you entered in the case of instant *Rapport* when allowed yourself to get angry because of congestion? An immediate or instant *Rapport* took place between both of you. if you have to be in the same situation no matter what happens, always remember the match with a 90% and to work under the radar!

#4 Breathing Breathe the way they breathe out ... Why? Because we are entering in a state of harmony with people if we breathe in the same speed and depth. We find that harmony during sexual relations, as you find both parties are in harmony in breathing depth and pace during intercourse, and that gives a kind of harmony to the sexual process! Have you seen those groups of

people who talk about their similar problems such as alcoholics, for example, find them at the beginning of the meeting, holding each other hands, and begin to breathe in the same speed and depth!

But how to do it? It is difficult but possible and you have to train well on it. So, from now you will follow up and watch how others around you breathe everywhere, while you are waiting in queue in a government department, while you're on the bus, around the dining table; look and see how others breathe. Try to feel the speed and depth of breathing and you will master it quickly; I promise!

Leading Strategy You have matched his movements since the beginning of the meeting, in almost everything. Now, it's time to test the existence of a state of harmony through the leadership of body language. You're talking to your girlfriend in a restaurant, you followed her body language and matched her in position, voice, and you get in harmony in her way of breathing and its depth for some time! Now you have to test the harmony. All you have to do is, for example, change the position of your body to another different position, and wait. If she followed you and changed her body position to match with you, you are in a state of harmony and you can begin the process of persuasion not only this, but also the voice, breathing and emotional state! Try, for example, to

hold a cup of coffee in front of you, if she holds anything in front of her on the table, this is an evidence of *Rapport* , and then you can start here and thus you have tested **if there is there a state of *Rapport* between you now or not?** If you do not find this harmony, you have to keep on with the mirror strategy to the other party and then do the experiment again, and so on until you get a state of harmony!

Communication Strategies These strategies rely on what we say and how we say it ... There are many strategies that you will get to know now that will build up the state of *Rapport* that we are looking for immediately. Before we begin to recognize and learn them, remember that you will be working on two levels; body language and the language of communication together at the same time!

Establishing Love and Friendship How? People around you are going to take care of you if you do the same to them. Let them see you as being a lovely and so intimate to their hearts; show them your respect and care, and real concern in what they are saying or in them personally so you have to always start by showing concern and respect for those around you and you'll find that kind of immediate harmony appears on the other side. Try to actually listen to what others are saying and try to show your concern. This does not mean not to change the course of conversation to another subject if you do not enjoy what others have to say because you are an **ALPHA** person. However, being an **ALPHA**, you will enjoy what they have to say completely! Just as you are sitting down with your little child or little sister and trying to enjoy what she is saying about what she did at school today, so try to show interest!

Find out what their interests and aspirations are Humans love to talk about themselves, so give them the opportunity to talk about themselves, their interests and then show your interest!

Give gifts to love one another This is a saying by

the Messenger of Allah peace be upon him almost before more than 1,400 years and it is an eternal and simple rule! The gift is an expression of love, supersede any barrier around the other party and even make him/her governed by offering something for you too! It's a feeling in all of us that you **have to return the gift!!** So always present a gift to the other party, and here's how you use it in the process of selling, for example: Before you begin the process of persuasion, and before you start to offer what you have, present a simple gift to the other party but this gift has to be linked or related to the process of buying and selling. Such gifts as pens, wallets, or calendars, which carries the name of your company are not considered gifts but are advertising items; You may do so before you begin to say to the client, for example: “ *Before we begin, I would like to give a little thing today; a simple gift , I will give you the product with a full year maintenance contract for free!* ” This is a gift from within a client purchase of great value to the customer. Now sit down and think about how to present the gift to the other party associated with your product or idea.

Assist them in something belongs to them!

I have for long used this even if I was not conducting a persuasion process. The work of goodness without something in return is the best thing to establish and build relationships. You have to give those around you what you can offer to help them. Offer them your help to assist them to obtain or procure another product from another company that you know someone there. **Good work makes friendship forever, not only Rapport!** So always and in any process of persuading, make sure to provide help to the other party in something that he/she needs. To know what he/she needs, you have to ask.

The Common Enemy There is nothing better than having a common enemy to make two parties together and in an instant harmony. Can you bind yourself with them and find a common enemy between you and the other party. I have mastered this technique for a long time by making the competitor of my as the common enemy for me and for the client, and consequently I find the client stands to my side against this competitor. Therefore, the client will feel that I am on his side and not in the opposite side! This enemy may be a person or anything, and could be the routine that I have always tried to convince my friends to go out to a place I want to visit at the weekend by using the common enemy technique which is in this case the **boredom routine!** You do it sometimes, don't you? So in any persuasion process, always look for an enemy that you believe he could be a common one and share this with the other person! How do you know his enemies? Ask him!.

Talk about people similar to them that you deal with Everyone feels comfortable and enters in state of h *Rapport* when they know they are not alone and that there is another person quite like them have

done so. Have you noticed specifically the telecommunications companies ads where they permanently keep mentioning the number of subscribers they have in almost all their ads, Why? “ You are not the only one who uses this service, there are millions of others around you like you and they are happy with the service.”

So you have to prepare some short stories about people like them and you have dealt with them; they did what you told them and they're happy!

Strong Start.... Strongest End Start any offer of any persuasion nature with a *strong start* to draw attention always, just as in the world of movies, as the beginning of successful films is strong that attracts people to see the film. One of the ways to do that is to start display information they do not know before. **Surprise them!** “ *This is between you and me, did you know that we have to buy a software development company for one hundred million dollars just to have a developer of special programs to work for the group ”*

And so on. People always remember the beginning and the end only!

Tell me what you remember about school days? Let me just answer that, you have a lot of memories but I'm sure that the first day and the last day are the two days that are recorded in your memory now! Do you remember how the last date with your fiancée went? Do you remember

your first date meeting, surely you remember as if it is right now! Did you notice, for example, you went on a trip to America with your spouse and completely enjoyed the trip, but got a car accident on the way back home. Have you ever noticed that whenever you mentioned that trip, your mind only remembers that incident and those negative emotions related to it, and this is exactly what happens. Start strongly, draw attention and then conclude more strongly and go! In fact, you always focus on the end dramatically, because it is also the last thing people will remember about you. Therefore, you have to conclude your speech strongly!

One of the methods that I always use with clients is that during hand shaking them at the end of the meeting, I usually ask them about their plans for the weekend. I think everyone likes the weekend, so I stimulate positive feelings, a moment of joy and enjoyment carried out by the client with his family and friends. I made him talking about these feeling and moments during the handshaking. What is going to happen then is that he is going to associate these positive feeling with me personally, the person whom he met last week and he enjoyed being with me! **Invent your own style and own your conclusion!**

There is another secret and very serious strategy called: **The Open End** Always use it in relations with the other party. In any date with a new girlfriend, and before I go home, I end the date or meeting with an open end that makes this girl go back home thinking about what will happen next! For example, I say: “ I have enjoyed your company today, this was wonderful! You know, I have a surprise for you that will place you into a state of joy and enjoyment you never had before in your life! ”

Of course, she will be asking (and what is it?) Not now, I let you know at the proper time, have a good night! ” You will find that after less than five minutes, she is going to send you a message expressing her enjoyment during the date and she is eager to know what this surprise is even if the date did not go well at the beginning. She will be so excited and enjoying what happened because the end of this event is not completed. It is almost like that feeling when we see a circle that it is not complete, and we try in various ways to close or complete that circle. Therefore, start strongly, end even more strongly, as they will quite remember how you started and how was the end!

Give them what you promised and then give something extra!

This is the best way that generates harmony with other people. You promised the client that his car will be ready on Thursday, then be truthful and then tell him we will do our best to have your car ready even before Thursday. You can come and pick up your car on Wednesday.

Therefore, always give them what you promised and then give something extra!

We have so far talked about strategies and secret techniques that generate state of harmony (*Rapport*) with the other side once you use them. I think you are now thinking about how to do so smoothly; how to use body language to place the other party in a state of harmony while you are also using communication strategies! This must take place smoothly.

You have to conduct lengthy and interesting conversations with the other party in order to establish a state of harmony with him while you are using your body, voice and your breathing to match his movements and his body language. This needs a lot of training to be better aware of what to do and what to say. Meanwhile, you listen to the other party and share his laughter and interests. This will not happen in a day or overnight but you have to start training now!

In the beginning, you will find it difficult to do so with the required smoothness; you'll find that you will focus on communication, for example, and forget the body language, or vice versa, but this is good! You have to start now and train with people around you, and the best way of training is to train with your friends. You have just to ask them and then focus on body language during their responses. So you'll find after a short period that you using the strategy of the mirror without your slightest awareness quite smoothly and effectively!

CHAPTER FOURTEEN

THE WRONG MESSAGE CODE

Here we are again looking at understanding other people languages and know how to analyze the way in which we will talk to them.

Through the words that you say, we can know how you behave, interact, and how to take decisions. We meet with hundreds of people of different languages and different ways, and we start talking, sometimes we discover that we are talking in one direction, they are talking in the opposite one. Herein lies the major problem with many of us. We have done a lot, used a lot of persuasion methods, but what did we do wrong? I say that you did not speak their language, as if they were talking in one direction, you have to be there.

Through this code, we will offer an almost integrated set or group about these languages in making or taking decisions as well as to know how to *Design a message* directed and oriented to them through what they have told us to be more convincing. And we will meet now with five different people and use their style of talking to analyze what they want and how their internal system works in making decisions. We will present some famous ads that carry a message to those people as real examples. All of this in order to draw a complete map, through which we will work to persuade someone. This map is going to include information about this person and how he thinks and takes decisions!

Khalid: “ There are a lot of cars; in fact I do not know which one to choose.”

- You have to explain to him why he should buy the car that you want to sell!
- You should clarify the difference between you and your competitors!
- If there is no difference, you have to associate or link him with his inner feelings about what you are selling!

Sarah: “I wish I could know more about you, I am afraid I am making a mistake now”

- Your message to her has to identify her fear of making the wrong decision!
- “ So we have to take coffee now in the café, so you get the chance to know me better! ”

Ahmad: “ All my friends subscribed in the gym, I have to try it too! ”

- Your message has to talk about the huge number of people like Ahmed who used your services and they are all happy now!
- **Pepsi** : “ Pepsi is the choice of the new generation ”

Ra'ed: “ I feel guilty to go on this vacation to Italy, while I can save money for my children in the future! ”

- Your message has to talk about how much he deserves to go on this holiday!
- He has worked hard and sometimes he needs to relax so he can do better after that!
- He is still young and if he wants something he can get it!
- **Toyota** : “ You're looking for it, you got it ”

Mona: “ I feel upset this time; I do not think that I'd be happy if I got this new dress”

- Your message has to *draw a picture* of her being happy and enjoying this dress!
- That feeling that she has when she sees admiration of this dress on the

faces of those around her!

- **HSBC : “ Wouldn’t be great to get the home of your dreams now ...
Call HSBC Bank now ”**

Therefore, we have known five people representing many of us. Imagine if you spoke with Sarah and used the message originally directed to Khalid, will you succeed to persuade her? Never! So we have to listen carefully to what others are saying, and then determine how to make our message to suit their own style. Surely, there are hundreds of other methods, but now you have the basics and can build on them to move forward. How do design your message to be compatible with the other party, how will you gather as much information about the other party? You will find that hundreds of ads on television, radio and print ads use this code again and again and find them using in general **Six Key Messages**

1. What you own or feel now is not good; you may be or feel better!
2. This product has helped many people like you to get the same result you are looking for!
3. Try it now, there is nothing to lose!
4. Everyone around you will respect you and admire you more when you use this product!
5. Imagine your future while you are make your ambition and achieving your dreams by using this service!
6. This product is guaranteed 100%, so do not be afraid to make your decision now!
- 7.

Look now for some ads on the Internet, you'll find most of them carry one of these six messages. So, you have to start now trying these messages with others around you, and there is nothing to lose. Just imagine after you use them and get the deal or the **(Yes)** you are looking for, how would you feel? Everyone around you will admire you, and you will enjoy this admiration because you deserve appreciation for what you do.

A simple gift that I want to share it with you before we finish!

8 serious and confidential pieces of information that will make you more likely to know others around you. 8 pieces of information and facts found through many random studies in humans for decades by psychologists and marketing companies. They found that humans share a lot of characteristics. You got to know them to become more aware of those around you and therefore more able to use the right message to persuade them; read them well and keep them in mind now:

1. All human beings are not as happy as they wish or looking for!
2. Most humans have limited confidence in their abilities!
3. 3/4 of the women and 1/3 of men are not satisfied with their external appearance!
4. Most people are concerned about what will happen to them in the future and they have a deep fear of being rejected by others!
5. We are all afraid of disease and death, as well as the feeling of pain and do the impossible to avoid it!
6. We do not know really what the actual value of any product is!
7. When we want something we want it right now!
8. Any decision we take must make us look wonderful in the eyes of others!

CHAPTER FIFTEEN

SPEECH ENGINEERING CODE

How do marketing experts do that? This question always crossed my mind; how do they do it? How do they design the Ad to make it more convincing? Why do they choose to be advertising in this way and not the other way? Sometimes, the ad has nothing to do with the product; however it is successful and achieve results. So, how do they choose this and how to implement it? I always find it interesting for me, and I thought they were doing that in accordance with standards and special science and not so haphazardly, namely through a special code that deserves to be known and understood, so we work through it to design what we want to say to others. How can you say what you want to convince people of, and simply convince him? According to marketing experts, this message is governed by laws, and if you follow these laws, definitely you will get the **(Yes)** that you want!

To learn how to persuade others even if we were not with them, not only in the ads, but we'll use it in designing any talk, or speech even any word that comes out of our mouths will follow the laws, strategies and techniques!

Let's start with an example A Director's wife wants to go at the weekend to have dinner at a restaurant to enjoy time with her busy husband who is always workaholic even when he returns home. His wife is an expert in persuasion. Let us how is she going to do so **Wife:** Dear! You seem to be very busy in this project.

The husband is busy on the computer only nods his head without looking at her!

Wife: I was thinking that we have to go at the week end to do something different, but I know you are very busy and it would be a waste of your time! Although I know you very well and I know you're more productive when you are relaxed and have some fun! Watching a movie or having dinner in a nice quiet restaurant will give you the necessary energy to work?

Husband: I'm not busy, but I wish there was one in the company completes his work, so I would have save a lot of time checking on daily reports one more time!

Wife: I know that dear, so you want to go to that quiet dinner at the weekend, or watching a movie of your choice!

Husband: Dinner will be Ok!

Wife: Do you want to book, or would you like to continue your work and I will do so!

Husband: Thank you dear, just let me know when you book at the restaurant!

Isn't this wonderful? In less than five minutes, the wife got what she wanted.

What do most wives do: - Dear let's go to that restaurant as my friends told me that it is awesome!

- I'm busy!

- You're always busy; you do not have time for your family!

And yelling stage starts with some tears!

- I am working so hard to provide you with what you always need. Do you think I like to work day and night?

Yes, he may take her to dinner to keep himself away from endless problems and complaints, but the result is (win / loss) for one of the two parties; the picture is clear! As for the wife expert in persuasion, she knew how her husband think, used strategies that we are about to learn now to *reshape her message*, and then she said what she wants based on that! In the end, she got what she wanted with a kiss as an extra gift!

- Her message was clear and concise!
- She respected and met his wishes and needs!
- She gave him options! (he is a leader person).

- She successfully concluded a deal!
- It was a (win/win) for both parties!
- Have you noticed the word **relaxed** and how she associates it with the restaurant using the words **quiet and nice**!
- She knows how to connect words that indicate relaxing with her option (**dinner**)!
- At the weekend, almost everyone will go to watch a movie, the cinema will be crowded and he needs to **relax**, right?
- Have you noticed how she convinced him to choose the restaurant!
- She did not tell him that she will choose the restaurant which her friends told her about!
- On the contrary, she made him prefer that she has to choose the restaurant and she is going to do so just for his interest!
- Smart, right !

Now, let us begin to display the laws that you need to keep in your mind before you begin any persuasion process, whether it is your speech, request, message, offer, or your ads. All of these should be formulated in accordance with these laws .

1 Your message should be clear and concise ... but sometimes you have to be ready for a lengthy message or presentation!

- Can you say what you want in five minutes! In 3 minutes! In 40 seconds!
- Your message has to be clear during this period!

- Now try to say what you want for the other party in less than 40 seconds!
- At the beginning of any meeting, one question will be coming across in the mind of the other party and it is: What do you want from him?
- You have to answer this question first before you start talking about the features and benefits!
- “ Amer, I'm here to show you how I can increase your annual profits this year by 70%! ”
- First, you have to answer this question in an interesting way!
- Imagine you're approaching a girl to ask for her telephone number or a date for dinner!
- When approaching her and begin to speak with her, the only question in her mind will be; (What does this person want from me?)
- So, you'll have to answer this question before she actually asks you!
- Do not let them ask you why you are here and what do you want!
- Answer before they ask in an interesting way!
- “ *Do you want to bet that I will make you laugh out loudly for more than an hour while we eat dinner tomorrow? ”*

2 Draw them a picture in the future when they say YES!

- What will happen to them if they do not agree?
- What will happen to them if they agree?
- What are they going to feel?
- What will they see?
- What is the pain that they will suffer if they do not agree?

“ *Just imagine the feeling of power and control when you become an*

expert in persuasion has a full keyboard to the minds of others ”

“ Watch yourself now while you are driving this car and see how much people are impressed look at you with admiration in the street ”

“ I am so much like you I hate to waste the opportunity to do something new. I hate the feeling of remorse for not doing so, this tightness in the chest, which prevents you from sleep tonight ”

Draw them a picture with all the positive feelings with you and keep negative feelings away from you especially the feeling of pain. We walk away from pain and we will do anything to stay away from it. Because just imagining that we are going to feel the pain, we will try to escape from that fate. Therefore, you have always to know what are the problems of the other party, what is a pain for him, and then eliminate that pain by using your products or even your ideas, and then you will become the rescuer for him! One of the coolest ways at all is a wondrous question sums up all those feelings by asking one short question!

Denzel Washington's Strategy In the film (Training Day), you find well known actor Denzel Washington is asking that person to do something, and when he finds he is not convinced, he immediately asks him, **“ Do you want to go to jail or do you want to go home? ”**

Very intelligent rather astonishing. See how he has associated and linked pain (going to jail) in case of disapproval, and linking the solution (to go home) with what he wants.

3 You have to be in harmony with everything

- Your body language has to be consistent and harmonious with what you say!
- For example, talking about an enjoyable trip or entertaining story, a smile from your will be more suitable!

- But if you're talking about problems and difficulties at work and you're smiling, it is difficult to understand and will be difficult for the listener to believe what you are saying!
- Your voice, for example, has to be consistent and in harmony with what you are saying; when you are talking about an interesting topic, your voice has to be a bit high, and you have to talk fast!
- On the contrary, imagine that you are saying to the girl you love in a romantic situation that you love her and you want to get engaged with her for a lifetime; and you are speaking quickly and loudly! This girl cannot believe you!
- Always look for consistency between your body language and what you say!

4 Use the assumption

- “ *Fortunately you have chosen to read this code and learn to become an expert in persuasion that you have long wanted to be* ”
- Assume always in your speech the feelings and emotions that they will get through their approval and saying (Yes) to what you want!

“ How much are you eager to use this new program? ”

“ Are you eager to use this program? ”

Note the difference! In the first question, you assume that he is really excited as if you are telling him that he is originally excited, but tell me why? So you'll find him start saying some points about **why he is excited**. On the contrary, in the second question you ask if he is excited or not? A huge difference between the two questions!

5 Getting the approval

You may always get the other party's approval during a

process of persuading whenever you want! Especially when the other party is silent and you do not know what he is thinking of as if you are drawing his attention!

“ I think that you admire the offer I made for you, aren't you? ”

“ It was a great date, right? ”

Use this method at the end, always after you say the main idea!

And I will share you with something special and secret! You can always use it and it works 100%!

When you ask him, aren't you? Move your head as a sign of approval, as if you are ordering his subconscious to imitate what he sees as an approved, and he will find it very difficult to say no!

So, ask him for example,: “ I deserve this allowance, don't I ? ”

And then wait for his answer while moving your head to agree, you'll find him having a very difficult time to say No # **6 Organize information you present** Organizing Information makes a great difference in the persuasion process to the extent that you will get only (**Yes**) or (**No**) due to your way of organizing information you want to present! Do you remember your school days, and this happened to all of us in the multiple-choice questions, when you do not know the answer, in most cases, you choose the first or last choice , right ?

In a study to discuss the outcome of the US elections in 2000, it was found that candidate George W. Bush received the highest by 9% in the polls when his name was the first name in the ballot!

“ In short, your product has to be always first or

last in the list! ”

If the list is long, make it first because most people do not read more than 3 options, so you will not find them reach the last item! Organize your important information that you want the other part always to focus on, either at the beginning or at the end! And let the least important information is always in the middle!

7 Repetition It is a law that the subconscious works through and it is the cornerstone in the secret injection code! You have to repeat your basic idea repeatedly in different ways!

You have to tell them, tell them again, tell them one more time, and then tell them what you told them before again!

This law is used extensively in advertising! How many times you see the same ad on television by watching a movie that is one hour and a half long. At least 3 times ... 3 ad breaks, repeat the same ad over and over again! In addition, you have to be careful, especially when talking with others to repeat key information but in different ways! The same message but in different ways!

“ Did you know Sami! We as a leader company in the field of textile industry enjoy great position in the world of fabrics. This comes from our concern as a leader company in customers satisfaction, by implementing what we have promised! This is what has placed us in that position among the best international companies. So you are one of the millions around the world who trust the position of this company and the quality of its products! ”

8 Why are you different?

Your messages have to say clearly and explicitly why are you different

from others! Why are your products better than your competitors' products! Why has that girl to agree to go with you for the weekend trip, and not with the person next to you? You have to explain these differences and then repeat them again and again! You are different and so are your products! Make this picture bright and clear in the minds of those around you! Yes, you would not sit in front of that girl for an hour talking about yourself! But you have to prove why you are different # **9**

The Amount of and Quality information Is it possible to give the client all the information that you know about the product and lose the deal? Possible and very possible, and vice versa as you can give a little information and still you lose the deal! The quantity and quality of information depend on the other party! You will not talk with everyone in the same way, and you will not give the same amount of information to all of those around you! Sometimes I sign the contract in less than five minutes! Sometimes I need 3 months of meetings!

But how to determine the amount and quality of information?

- 1. The amount of information given will **be less** when we talk with someone who **does not know** much about the product or idea!*
- 2. And thus, his understanding will be easier and faster! Not only this, the information you will be giving should focus briefly on **the benefits** more than qualities! **Where** it will focus on what this person will benefit from your product, or from your idea of going on a trip with you ... etc.*
- 3. The amount of information given will **increase** when we talk with **an expert**!*
- 4. This information is focused on **the qualities** and not the benefits! Therefore, when you talk with someone who knows the product well, stay away from wasting his time in the benefits of the product, rather you have to focus on the technical qualities and characteristics... etc.*

Is the picture now clear in your mind? How many deals have you missed because you did not know the amount and quality of information! This has happened to all of us! Before this, my message was one to all , keep using and repeating it againand again ! Now, I become more aware that I

was completely wrong and I remember how the expert client felt that I was wasting his time in presenting to him information that he has already known!

10 Connect them with what you want to convince them of Why do McDonald's ads, for example, always focus on that happy family that goes to a restaurant and enjoy a meal together in an atmosphere of happiness! We all have family and immediately when we see the ad, we link ourselves to it! Imagine that happiness that you will have with family at McDonald! So, you will find most families during the weekend usually go to McDonald, don't they?

Let them see themselves as they use your product! Let them see themselves as they enjoy your presence with them in a café you want them to go! But this does not work with everyone! I say again, this will not work with an expert. You have to move away from drawing a picture or imagination and talk about the characteristics and attributes! Do not waste his time on such things! If the other party's information on what you want to say is little, drawing beautiful pictures for him will be better and more convincing!

11 Authority Imagine that the salesman opposite to you , who wants to sell you one of Microsoft products is Bill Gates! Isn't it natural that you will feel reassured by what he says about his products! Isn't he an expert in what he says! You want this,

you are an expert, the source for the others around you! The more they consider you with more authority and more experience, the less rate of rejection of what you say you will receive! Therefore, before you go to present your products to others, you have to become an expert with what you have; you have to know everything! One of the serious and effective strategies that I have long used it and still using it is the consultancy strategy!

The CONSULTANT Strategy!

I always carry business cards along with me with my name, the name of my company and below it my position (Sales Consultant)! I am here to give you advice and consultation; I am not here to sell you anything! This word carries a lot of experience and power inside to make you immediately the person with Authority

CHAPTER SIXTEEN

THE SECRET WORDS CODE

Though what we are saying has little effect compared to body language and the subconscious signals that we make in the persuasion process, still there are some words that have magical power in persuasion and we have to learn them and immediately begin to use: **The Name** The most important and influential words in our lives are our names; it is a word that expresses what we are and what represents us. When you were a child, you have heard your name repeatedly, your mother call you by your name. Thus, you find this as a matter of concern, where you connect the name with concern; and this is something we love, people care for us and the feeling that we exist! Now speak with one with customer service in of the companies, especially telecom companies , and note how many times they will mention your name during the time of the conversation. At least he has to mention your name three times; at the beginning, in the middle, and at the end before you hang up. We like to hear our names as evidence that we are not anonymous. We feel confidence, pride, and much care and concern. So, how are we going to use this in the persuasion process?

“ You have to say the person's name once at the beginning and once at the end before finish ”

“ Ahmed hello, how are you? I had the pleasure to meet you ... ”

“ This is a fantastic! We have to meet again next week Rami! This is really a pleasant opportunity happy ”

“ Soha! This device is what you actually need ”

Drawing Attention It is one of the effective ways 100%. Once you mention his name, he is subconsciously alert immediately and gets

attentive to hear all what you want to say. We use it when we are talking to a person that we are causing him to lose focus.

“ By the using this system, we will be able to increase production and reduce risks Emad, won't we? ”

Try to stay away as much as possible from using titles before names such as (Mr./Mrs., your excellency, and so on) if you can, especially in the field of sales, as it will weaken your personality and make you inferior to the other party !!!

Please & Thank you We are accustomed since childhood that if you want to get something that we want, we have to ask politely, (**Please!** Dad, Is it possible to increase my pocket money?) When he gives you so, you have to thank him (**Thank you**, my father). We have learned that and brought up as such, no matter how different human civilizations and cultures are, they all agree on that. If you ask for something, you have to ask for it politely, (**Please!**) and you have to thank the other person when he gives it to you, (**Thank you**).

“ Thank you Khalid for this meeting.”

“ Please! Is it possible to get an extra piece of paper? ”

“ Please, do so quietly with full care and attention; the article is so important ” ... etc!

Try to ask without using these words and notice the difference!

Because This is one of the strange words that you will see in your life, the most influential and change the contents of any conversation, **because** Don't you remember when your mother asks you to do something, and you ask her why? She answers, **because I said so**. When we say **because**, it is convincing itself without clarifying any reason in fact.

A worthwhile study and serves us very well carried out by one of the psychologists in the seventies. She stood in a queue waiting at a printer; carried the papers in her hands and tried to come to the first place of the queue. She tried doing this for three times as follows: **The first time** , she approached people in the queue by saying, “ Would you please allow me to print these papers before you, **because I'm** in a hurry ”

94% of people allowed her to print her papers before them!

The second time, she said, “ Would you please let me print these papers before you? ”

Only 60% have allowed her to do so!

The strange one is the third method, which proved that once we hear **because** in a sentence, we do not care so much about what followed, and we are convinced that there is a compelling reason!

The third time, she said, “ Would you please let me print these papers before you, **because** I want to print the papers ”

93% of people allowed her to do so, although the reason is not worthwhile.

So, you need to start using this magic word as much as possible.

CHAPTER SEVENTEEN

THE COVERT HYPNOSIS CODE

Warning. This *code* is one of the most dangerous *codes*, and its impact is that it might hurt a lot of people if it is used for evil intentions. You have to be careful and please do not use it to harm any human being and Allah is the witness between both of us!

If you want to be an expert in persuasion, you have to speak to the subconscious under the radar level. You can give instructions to the other party without encountering the rejection barriers that are always awake in the other party's conscious mind as it analyzes all the words it receives, and reacts accordingly. We have talked and learned how do we make and design our messages, thoughts, and our conversation and then we re-design it through previous codes to talk to the conscious mind!

Now we will learn how to *implant information* and orders directly in the subconscious; how we program this computer, which actually controls the other party without having the slightest idea about what is going on: “ **Do not think of the Black Cat** ”

I order you not to think of a black cat, but what's going on in your mind; you have to think of it. You have to imagine it to be able to carry out what I have ordered you to do, and you end up thinking of a black cat now. You are sitting in front of the TV watching a romantic movie, and suddenly you have feelings of happiness, love and longing when the hero and heroine exchange a kiss after a long absence. Suddenly a tear drop, damn! What happened? All that has happened is that you came out of the time and place where you are, you become the story in the film; you're the hero or heroine, you actually started to have the same feeling that the heroine of the story feels now. You got out of the conscious mind, you are now in the subconscious, this scene speaks directly to your subconscious, why does this happen? Simply because when we want to understand the information that we receive, we have to imagine it and then imagine ourselves inside it!

Last Sunday, I opened my eyes and saw that it was ten o'clock in the morning, oh my God; I have a meeting 10:30. I jumped out of bed and went to the bathroom, I washed my swollen face, looked deeply into my eyes, wore that black suit quickly, did not wear the tie, got out quickly to my car when I remembered that I forgot my phone at home, ran the car and the air conditioner, went back quickly to pick up the phone, I found several miss calls from the client " *Hello!! Ala'a, have you arrived?* " " *Yes, yes I am on my way, do not be afraid I'll be in the office on time!* " I took off immediately without even fastening the seatbelt, the street was crowded with traffic at the traffic light! I have to find a way to avoid this congestion! The time was almost ten thirty and I am still in the middle of the road. I lit a cigarette and opened the window and there was a man wearing clothes resembling a chicken passing ads papers for a new chicken restaurant in the city. He tried to give me one through the window, but I was not in the mood to take one, so I did not take it. The man was angry and said: **You arrogant! Take it!** Then he threw it inside the car on my face, I looked at him angrily through the side mirror, I was about to get off the car and beat this idiot to death. I grabbed the paper, I heard the car behind me blowing its horn, moved on but still looking at that paper, I collided with the car in front of me, oh my God! The light is still red!

To understand this story, which contains a lot of strange things, you have to imagine yourself inside it for a moment, imagine yourself going back rushing to pick up the phone over the dining table,... etc. You have to imagine all the events, draw pictures of them; people, place, the car, the ads man, the car you collide with. The story has just come out from your conscious mind analysis to go into **a stage of hypnosis**. You got out of place you are in and entered the story, you felt too hot that day, breathtaking, you quickly move from your conscious to start talking to your subconscious. You have become more susceptible to be persuaded and convinced through hints and suggestions that I can add to my words. This is what we call talking to the subconscious.

There are several strategies and techniques that can be used individually or collectively to talk under the radar level:

1. The Covert Commands

2. Supportive words
3. Anchoring
4. The other's words (Reported speech)

The COVERT Commands Let's start with an example: Rana wants her husband Adel to take her to dinner tonight outside the house, (**Adel, let's just have dinner out tonight**), and this is what happens in 95% of couples conversations. Now Rana talks to her husband conscious mind, so this information will be analyzed through Adel's conscious mind, Is he in the right mood now to go out the house? What if he is too tired and just wants to relax and watch TV? He will reply to her question by saying, **later, we will go tomorrow!** But Rana wants him to go out to dinner tonight, and Adel analyzes the issue and decides based on a number of reasons that he would not do it today, and this often ends in a discussion and maybe in a problem, doesn't it?

But Rana does not do it anymore, she is an *expert in persuasion* and has learned how to speak to the subconscious and get what she wants with a kiss as a gift. What does she do is precisely that she will **INJECT** her husband's subconscious with **several covert (hidden) commands** under his radar level, and none of these commands mean (Adel, let us go for dinner tonight). She will talk to his subconscious, and then you will find Adel decide for himself, without Rana asking him, that he has to go out for dinner. What we want to know before we present the dialogue between Rana and Adel that night, is that: “ the subconscious is like a

computer, always act based on the information given to it, always! Regardless of whether the information is correct or wrong! ”

So, if we are able to penetrate the conscious mind, work under radar levels, and access to the subconscious, we can **INJECT** it with information, in return the subconscious will work on this information without the other party having the slightest idea that we commanded his subconscious to do so. He will think that this idea just **came across** his mind now. So now let's see how Rana is going to do that!

While she is at home, before her husband returns home, she puts that magazine containing many pictures about different types of food on the table, she turns on a quiet song like the ones we usually listen to in fancy restaurants. Adel returned, very exhausted, laid down on the couch in the living room RANA “ *Hay Baby , How was your day **outside there** today?* ”

ADEL “ *Ah ... It was so hard today; the system was down in the morning and everyone became crazy until it was fixed and repaired ”*

RANA “ *Oh that is bad! were you able to solve the problem? ”*

ADEL “ *Yes, yes, but I had a lot of pressure throughout the day to resolve the problem quickly.”*

RANA “ *I thought you will return late today after **dinner.**”*

ADEL “ *Yes, but I was able to run the system and return everything to work as it was.”*

RANA “ *I think you did not eat anything yet ... You are certainly **very hungry** ”*

RANA “ *Oh dear, you need to relax you seem exhausted of work this week ”*

She holds his hands, and looks directly in his eyes smiling, and pause for a bit

RANA “ *Do you remember the trip to Turkey six months ago ... **We've really enjoyed our time** there ... in the gardens ... those **quiet moments at dinner**, my God they have passed so quickly as if they are right now*

tonight."

ADEL " Oh yes I've had a wonderful vacation completely relaxed "

RANA " I am well darling, especially when we were walking after **dinner** and you were holding my hand on the way back to the hotel. It was like a honeymoon ten years ago, I remember that **intimacy between us ...** hah Do you remember Adel how much you love to **always go out in the evening**, you always **like to go out in the evening!** Every time in a new restaurant "

ADEL " I remember that my sweetheart, I have been **full of vigor and vitality** that time"

RANA " You are still like that, but it is certainly the concerns of life, but I always like you that you are **always full of vitality and activity** to do new things. I think I fell in love with you **because of this**, your way of making every night **like a distinctive night for us** full of fun and enjoyment "

ADEL " I love you, my sweetheart every day more and more Rana, you are always my little angel, what about you, dear, How was your day?"

" RANA " Oh! Nothing worth mentioning; I was with my friend Zaina at our new neighbor's house whose husband works as a manager of a **restaurant** in the Sheraton Hotel; we had coffee and talked about the family, schools and the children. She had invited us **tonight to dinner** at the restaurant where her husband works. She said she could provide reservation for us whenever we want to "

Rana still holds that magazine, starts looking through it, Adel is still in his work clothes lying near her, and she is still looking through the magazine filled with pictures of luxury restaurants and delicious foods! RANA " Oh dear! Look at this **restaurant; It looks great**. Look at the interior decoration and lighting; Looks **intimate!** I think sometimes that some restaurants give you an atmosphere of **intimacy** while sitting down to **dine**, with soothing and quiet music, and dim lighting " Rana kisses Adel on the cheek, smiling at him and says: " I love you, my dear "

If you were Adel, what will you be thinking of now, ("**Honey, let us go to dinner tonight**")!

It's hard not to do it, I bit you on that. Rana has **INJECTED** this piece of information again and again in the subconscious without Adel having the slightest awareness of what is happening. The result was that Adel asked his loving wife, Rana, to go to dinner with him outside the house. This has happened as if the idea just came to his mind, he is the owner of this idea, and he will not be able to resist it!

Is this ethical? Was Rana lying to her husband and trying to impress him?! Certainly not!! She did not lie in one word, she loves him, and she wants to enjoy her time with him at the restaurant. Just remember why she wants to do this in the first place; Isn't she in love with this man and wants to enjoy her time with him always. Therefore, the method is ethical if the motive is ethical too! Otherwise, this code will hurt a lot of people because they will not be able to *resist* the ideas that you **INJECT** in their subconscious, and they will carry out whatever you have **INJECTED** them with. The motivation must be always GOOD!

So, what we see here is simply what TV commercials have been doing for decades on a daily basis in all of us. They were implanting ideas and hidden messages that speak to the subconscious under the radar level and **INJECTING** into the subconscious that what you have to wear, buy, and eat the next time you are out of your house.

Is this working? I answer briefly saying, why do big companies squander money annually on advertising? Why is the advertising industry considered an industry of billions of dollars a year? Have you ever thought of this before?

We'll talk about it in the hidden messages in the advertising industry, and how marketers do this to us on a daily basis, but the idea is brief and clear. You as an *expert in persuasion*, now have the strategy, you have a **KEY** to the mind of the other party, to saturate your normal talking that will not be understood by the other person as being orders, to implement a certain order within tens of words that will pass under his radar of awareness to **INJECT** itself in the subconscious and generate the idea of the other party without being aware of all happening in his conscious, rather he will think that this is his idea that just came to his mind.

So, what did exactly happen? Let us put it this way, what are the steps that have occurred in the previous example, and what we have to do to **INJECT** the subconscious with **COVERT** commands?

To be able to transplant information in the other person's subconscious, we need to follow the four key steps:

1. Change in the pattern of behavior
2. The use of hidden orders
3. ANCHORING
4. Connecting with Emotional State

Change in the Pattern of Behavior This happens when you change the other person's pattern of behavior, such as you stop someone on the street and start asking about a place; he is walking on his way to work, this is a pattern of behavior that he followed in the last hour and a half, and you stopped this pattern which will lead to CHANGE.

During this process, psychologists found that people become in a mental state that they are more likely to be persuaded. When we stop or change a pattern followed by the other person, you find the he becomes in a state of **CONFUSION** in which the subconscious is looking for another pattern to immediately restores a state of approved balance, as such the case, you will find the other person is more likely to be convinced so he can get rid of this situation immediately. Try this now with the person on around you, go to him and say something like (*I've seen a red monkey in the pool today*) , You'll find that features of exclamation and confusion immediately on his face as if to say (what, what, what?!) and before he starts to speak, ask him something like (*Please give me your phone*), you'll find him giving you his phone immediately and he is still confused. Then you can begin to explain the story.

What happens is that he enters a stage of **confusion** in consciousness;

he just received information that he does not understand what it is, and how it happened and, he is in a state of confusion. The subconscious has to act and then when you ask for his phone, though there is no connection between the two pieces of information, but the subconscious acts and carries out your request believing that it will be able to return to a state of balance and to the followed pattern of behavior if it obeyed orders received. Try it now! Stop reading and go to the opposite room where your wife is sitting and tell her something, as in the example above !!

So, to start talking to the subconscious, you have to put the receiver in a **confused** mental state and change his pattern of behavior, just as Rana did where her husband was sitting relaxed in silence, and then she began to talk about his day; this is not considered confusion but a change in the pattern.

The COVERT COMMANDS

These are the underlined words in the example of **Rana and Adel**. They follow the normal course of talking, but they go to the subconscious to be sentences carrying orders; **having dinner tonight outside**. These words are repeated in the context of conversation over and over in a subtle way under awareness radar level. See what Adel's subconscious has just received of hidden messages: **Outside ... dinner ... eat ... You're very hungry ... we really enjoyed our time ... the intimacy between us ... quiet times at dinner ... tonight ... like to always go out in the evening ... always like to have dinner outside ... You are always full of vitality and activity to do new things... tonight is distinctive for us ... as a manager of a restaurant in the Sheraton Hotel ... dinner tonight at the restaurant ... restaurant looks great ... intimate. .. sit down to dine!**

But how was the subconscious alerted to these words and not to the rest of the words? **By MARKING it!**

ANCHORING

She placed flags with these words alerting his subconscious either by raising her voice a little when saying something, or tapping on the table, for example, by saying, or any other way to put a sign at these words to be recognized by the subconscious. So Rana, and before saying all of the underlined words, she touched her husband's hands at every word. You'll find more details about the method of doing it and a lot of examples in the ANCHORING CODE , and thus she put flags to alert the subconscious to hear and save these words, and then the subconscious will collect these words into useful sentences and orders for implementation!

Connecting of feelings (Mental state) This is what Rana has mastered when speaking to her husband, she took her husband's hands to those wonderful feeling of intimacy, enjoyment, and love through her words, through the retrieval of memories of the wonderful holiday and ten beautiful years of marriage. This is what you have to do, to *connect* what you want to convince them of with certain feelings and make them sense these feelings; to take them to that specific mental state which has certain feelings and thus you make them sense these feelings again. Now, it is your turn to link your own feelings!

Now the strange question is, does this method work while the other party is asleep? For sure! The subconscious does not sleep, as several studies have proved in this area, especially in the field of self-hypnosis that you can **INJECT** information in the subconscious for a certain period of time while you are asleep. We use this very much to quit smoking, where you will be listening to an audio tape while you sleep ...After a certain period

of about 3 weeks to forty days, you find that you start your journey to quit smoking. Therefore, psychologists always advise to switch off the TV during sleeping, because you never know what messages you will receive during the complete absence of consciousness. Try this today, turn on a play or comedy program on your computer, make the sound loud enough to be heard and then try to sleep. Now tell me your feeling next morning. I have used this method many times! You will find yourself happy the next day and you do not know why?

In order to master COVERT Commands, you'll need to training and practice for a long time. But in the beginning, all you need is to be more aware of the words you use them talking to others. You have to prepare yourself in the early stages before you start your conversation, and after a while you will be able to do so without the slightest preparations.

Now let's take another strategy in talking to the subconscious!

Supportive Words Yes, you can hide commands in the context of your talking, but you cannot always do that. Sometimes you need to say what you want to say clearly and directly: **Stop smoking!** But once again this will go immediately in the conscious mind consideration and analyses, and we will have to wait for its reply, thus making our task in persuasion much more difficult and the chances of success becomes much more slim. But what we can do is to put the commands in sentences containing supporting words that will hide the command and will never be understood as a direct order: “ Would you **like** to quit smoking? ”

“ **Have you ever thought** to stop smoking? ”

Sentences are divided into two parts as you notice: Would you **like** to (supportive words) and stop smoking (hidden command).

The wonderful thing in these words is that you can hide out any order you want to say, and immediately goes under the radar of consciousness directly in a suggestive way to the subconscious. There are many supportive words that you can use immediately, try to choose some of them at the beginning, and start to use them to facilitate the **INJECTION** process of the strategy in your subconscious, and then you will find yourself inventing your own particular supportive words easily. Let us get to know some examples: **I am not telling you** “ **I am not telling you** to buy this car ... this is your personal decision ”

“ **I am not telling you** that you need to stop smoking now ”

I am not telling you ... but note that the hidden order is telling you to do so **I do not know if** “ *I do not know if you subscribe in the magazine **now** is what you want ”*

“ ***I do not know if** you had to make the decision **now** so as not to lose the offer ”*

Delete underlined words, you will find : Subscribe now in the magazine is what you want ... you have to make the decision now so as not to lose the offer!

Would you like to “ ***Would you like to sip coffee now*** ”

“ ***Would you like to sign the contract now*** or shall I leave you a copy in the office? ”

You love to sip coffee now, you love to sign a contract now **If you can**

“ ***If you can*** get a car ... what are the specifications? ”

“ ***If you can*** go on vacation next week ... Where would you go? ”

These supportive words immediately enter into the subconscious (imagination) ... making them start imagining which will give you a lot of

information about what exactly they want!

Imagine what would happen “ *Imagine what would happen if I was able to increase your sales to 50% this year* ”

“ *Imagine how you feel and you are near the beach at sunset* ”

To push them to imagination and then connect your product ... your idea ... the command that you want to order them to do through this imagination!

If I could

“ *If I could offer you a reduction in the expenditure of one million dollars this year, are you going to hire me now?* ”

“ *If I could make available for you the romantic atmosphere which you have long dreamt of, Would you take me to Paris* ”

To know what they want and then connect it with you!

You may not know “ *You may not know how much fun you will have if we go to the restaurant in the evening together.*”

“ *You may not know the increase percentage in earnings that you will get if you purchase this program* ”

He knows now as you have told him I wonder if

“ *I wonder if buying this house today is what you want to do!* ”

“ *I wonder if you want to stop smoking now!* ”

Of course, this short list of some supportive words that we cover the hidden commands that you want to implant in the subconscious of others around you. Use them initially to get accustomed, and then you will find yourself making your own words and techniques to the point that you will be issue a direct order anymore!

The ANCHORING Code This code has been mentioned several times because it is important beyond description in a world of persuasion, so I will talk about it in a separate chapter **The Other's words strategy** What do we mean by the other's words is to report other's words during conversations, why? Because when I tell you, for example, “ My friend told me a while ago ... he really needs this program, which can reduce the number of staff and reduce expenses now ”

What happened exactly ... when you say someone told me? Immediately, all the walls that have been placed in front of you by their conscious mind, disappear because you are using the words of another person that they do not need to be afraid of, but you may still be able to **INJECT** their subconscious with hidden commands that you want to order them with ... wonderful!.

Using the words of others overcome the barrier of consciousness immediately, the other party becomes in the state of mind that can be persuaded easily. You speak the words of one another who could be a famous one,... TV ... News ... a book you have read ... *etc.*

Example

“ I saw a documentary on television yesterday talking about the language

of the human subconscious ... They spoke for a long time about experiments and tests that made the subject very interesting to be researched and investigated more and more. In one of the meetings, a psychologist from a British university said, " It is actually easy to **INJECT** the subconscious of others using hidden orders and work under the radar, **you just have to do extensive training daily and engage in several conversations to learn it immediately** ”

“ I did not say that you ... he said it ... you have noticed the difference for sure! ”

You can also add to this strategy some **confusion** to the other party ...

“ My colleague at work told me yesterday that her sister saw on TV that program about a woman whose friend got to know a young man, and whenever **she hears his voice**, her heart has a strange feeling of love ... to the point that she wants **to immediately hug him**, and whenever he speaks with her, you imagine yourself that **you want stay with him for a longer time** ”

This is a very dangerous! It is difficult to trace who said what ... you had to read the story again to know who said this , and here occur some ***confusion*** that makes the other party more likely to be persuaded and accept the hidden commands that your words contain even if your words become suddenly addressed to him\her, as in the last sentence ... Have you noticed?

CHAPTER EIGHTEEN

THE ANCHORING CODE

This code has been mentioned several times throughout this guide and in more than one code. This code is the most dangerous and effective tools in the world of persuasion and particularly in hidden persuasion under the radar of consciousness. It is also considered one of the methods of information injection in the subconscious without the slightest idea or awareness by the recipient. so we have to be fully careful to use it , because we will have the full ability to control the decisions of the other party surprisingly making us capable identify and determine what the other party will do immediately, and therefore if our goal will inflict damage to others, we will cause them great harm. So, please use this code only in the common interest, and not to harm or cause it others... and Allah is the witness between you and me!

This code began by a test done by a Russian scientist named (Ivan Bavalov) ... where he brought a dog ... and then rang the bell and then offered it a meal ... so the dog started barking to get the meal. He did the experiment several times and each time he rings the bell, the meal appeared to the dog which immediately started to bark ... but the last time, all he has done is ringing the bell, and the dog starts barking ... Why ? Because he connected ringing the bell with the meal, the dog began to bark!

“ The scientist concluded that we can link the events or actions with certain feelings or other acts ”

Whenever these appeared, ***THE ANCHORS*** , we can retrieve these

feelings immediately as if they are happening now, think about this! Did it happen to you before that you were listening to the radio to an old song that was the first song that you and your wife listened to you in the first date . You feel exactly the same emotions that you felt in that date, this happens to everyone in many ways and occasions. So, what has happened here is that you automatically placed an **ANCHOR**, a flag with this song, and connected this song with a range of emotions you feel it at that time. when the **ANCHOR** appeared again, the previous group of feelings associated with it came out !!!

The Question here?

Can we *inject* the minds of others with information, and then put an **ANCHOR** for it? After that, we show the **ANCHOR** again, we get information and feelings repeatedly at any time we want. The marketing experts excelled in this code and used it repeatedly in their ads by certain sounds, certain music that puts you in a certain state of mind that they want you to be in, and then they mark it with an **ANCHOR** through that music or certain words. You go to the market and you feel the same emotions that you felt while watching the ads, so when you see the product, you buy it though you believe that something did not happen and maybe you see this product for the first time. Note, for example, Coca-Cola ads, you will always find them talking about life, energy, activity, joy , and friends as they are placing you in the state of mind of loving human beings and life. They do that by connecting this with a particular, for example (Open Coca-Cola, you will rejoice) or a distinctive song linked to Coca-Cola! You go to the supermarket, and when you see the Coca-Cola can, you buy it because you think you like Coca-Cola and not Pepsi, for example. What happened to you is that you as soon as you saw the can, you entered in the same happy state of mind that they made for you in the ad and thus you chose to drink Coca-Cola so that you can hear that song in your mind again!!

So, let us put the steps to be followed to implement the **ANCHORING** code and ensure its effectiveness, and these steps are:

1. You have to choose certain feelings that you want to link with certain mental states of the other party that will be helpful in convincing a client. You have to extract this state from the other party in the beginning!
2. After you see that the other party entered in this mental state and formed his required emotions, you have to place the flags (the **ANCHOR**) in several ways, including that one by making a certain sound or saying a certain phrase or putting a certain musical melody. You can invent any kind of signals to put it as an **ANCHOR**. for example, whenever you feel the presence of romantic feelings towards the girl opposite to you, touch her hand.
3. You have to do it at least 3 to 4 times in the same place and at the same time during the conversation, to stabilize the **ANCHOR** with those feelings!
4. Now that you make sure you completely linked the feelings with a special **ANCHOR**, you have to try it

As in the previous example, and having changed the subject and began to talk with the girl on the ozone layer, for example, you stop talking for a bit and put your hand on her hand to find that the girl entered in a state of romance that you felt before. If it didn't work, you have to re-stabilize the **ANCHOR** till you succeed!

But you need to beware of two things: **First**, do not repeat the process frequently as it will lose its value. How do you know it? You'll learn on your own through trial!

Second, the process to be audible and clear by the other party, as you cannot place an **ANCHOR** (for example with you face expressions) while on the phone because the other party cannot see you, right?

Example

Let us see how I did it several times with one of my friends: In one of the weekend days, I called my close friend, and asked him to go out together today. He told me he did not want to and that he preferred to stay at home today, he is not in the mood to go out. I told him that I will come and see him at his house. when I went there, we sat down and we started to talk about work and about several unimportant topics and then moved

to talk about those days where we would go out together on trips outside the city and how much we enjoy to stay out, we started to remember the crazy things we did and we started laughing. Then my friend turn into a **mentality state** of fun and enjoy ,and then I told him (RAK). For information, this happened almost two years ago when both of us decided to go on a trip to the emirate of Ras Al Khaimah almost four o'clock in the morning. The trip was one of the most beautiful trips at all and we still remember it up to now! Do, we go back to my friend ... Ras Al Khaimah ... and then began to talk about the details of that trip and how much we really enjoyed it. I began to notice how much fun that start appearing on his face, his laughs and that feeling of enjoyment. I knew then that he is in **peak of mental state** that I want. Here, was the time to place an **ANCHOR**, where I began to tap his shoulder in a kind manner whenever our laughter becomes louder and then I say **(the best days of my life)**. Then I go back and I remember something else and then whenever we laugh more, I re-stabilize the **ANCHOR**, I tap his shoulder and say **(best days of my life)**, I repeated it several times 3 or 4 times in fact and then I changed the subject to something else. I began to talk about the pressures of work this week and how much of the work I have done. He also started talking about it and entered a different mental state quite closer to a sad one because he does not feel comfortable in his current job and looking for another job. Then I went back to put him in the first mental state that I wanted, so I began to talk about the last time we went out to the beach, it was so wonderful; shortly I felt that he had returned to the previous state of mind even stronger and our laughter became louder and louder. Then I went back and re-stabilize the **ANCHOR** again, tap him on the shoulder and said, **(the best days of my life)!**

For information, why did I get out of the subject and then I went back to it. By hypnosis laws, whenever you go out of the mental state at its peak, and changed the subject and placed a state of a different mindset, and then you went back to put the first mental state, you will find it at its peak in much deeper than before and much faster . So, I had to get him out from the first state by changing the subject of conversation and then turn him into that state again, so as he is in a deep and tight mental state

immediately. You may use this during a sexual relationship with your wife; here is an advice for all couples Let your spouse enter into a state of ecstasy and sexual desire by touching and words, for example, and then move her from that state to another (unsexual) topic. After that bring her again to that state of ecstasy again to find that she entered into it in a faster and deeper way. Thus, you will find yourself practicing better sexual relationship you had that night! Try it tonight with your spouse!

Now let us return to my friend, after he returned to his first mental status in a deeper way, I told him I was going to the bathroom, and after I came back, he was sitting down grapping his mobile phone so I tap him on the shoulder **(the best days of my life)**, and then I told him after I saw his face submerge with feelings of happiness and fun, (You know we have to do it again to Ras Al Khaimah)? Suddenly he says (You know, let us to go now). **He started to convince me of why do we have to go now.** We actually went that night again to be a more wonderful trip than the first one!

Wow! Have you noticed what had happened, **he began to convince me,** the idea came to him, not mine, very dangerous!

In Depth

What if we take the **ANCHOR** and place it deeper and much deeper so it is hard to be resisted. As an idea that occupies the mind of the other party making him unable to resist, to carry it out in any way, and this is what we call in ***the depth***. You will do like what you did in the past, but you will take the **ANCHOR** and make it move from one place to another within the body of the recipient to take a different depth. While talking to the girl that you like inside the café on the first date, for example, the two of you, and began making her enter into the state of mind, let us say (admiration the other party). You began to ask her about her definition of admiration of the other party, and how do you know it , what are signs inside her body? You will find her going into a state of deep thinking to describe to you what are the signs and signals, which mean that she admires someone, and then you touch her fingers, for example, during the peak, and you repeat that over and over as we have learned to place

the **ANCHOR** by touching fingers. Then you get her out of this state by moving to another subject, then go back to it later to get a deeper peak, and placing the **ANCHOR** by touching her fingers as we said, but you will not stop here, all you need to do is that you will pass these feelings you make by touching her fingers inside her hand up to her shoulder while telling her something like, *(And imagine those overwhelming feelings that you feel now of admiration to this person passing inside your fingers moving up to your hand, up to your shoulder and become much larger and deeper)*. You say that while you pass your hand slowly starting from her fingers to end at her shoulder as if you are dragging the **ANCHOR** and implant it in a deeper place to stabilize it. You will find that the intensity and impact of the **ANCHOR** becomes double several times, as you have dragged it inside her body. You have to make sure that it is repeated several times, but try not to make things clear, so she will discover that you are doing something irrational. Do not be afraid because certainly she will not know that you are using the **ANCHOR** code, but if you do so clearly as if you doing something, she will feel that something strange going on here ... losing everything you have done!

The Mobile Anchor Can you place an anchor for different states of mind for those around you and use it every day? What if you could place an **ANCHOR** for your boss, for example, once he sees you, he feels happy? What if you could place an **ANCHOR** to your husband, whenever he sees you, he feels the same feelings of love during making love relationship? What if you could put an **ANCHOR** during sexual intercourse when your wife reach the peak and orgasm, and you could always use it every time with her?

You are talking to your boss, saying some jokes to him and see that he is

enjoying his time; he is in a state of a **certain mentality** (fun / happiness). You will place an **ANCHOR** for example, by tapping the table with your fingers, continue your speech, then place the **ANCHOR** again and again. A week later, you go to his office to request a pay increase in salary, for example, all you will do is to tap your fingers on the table; to ring the bell to enter in the former state again, and he will go into the same state of fun and enjoyment without doing anything, then it is easy to request an increase in salary.

You can do it everywhere and with anyone; you can do that with your customers by placing an **ANCHOR** in a mental state of mind such as admiration or happiness of seeing you. You can use it whenever you want and whenever you see them. You can do it during the sexual relationship, when your partner or spouse reaches orgasm, you can whisper to your wife, for example, in a deep voice (I adore you sweetheart), and then repeat that again when she reaches orgasm again and again that night. You will find yourself the next time before she reaches orgasm, you whisper in her ear, and she reaches orgasm faster than ever before in advance, and feels the same emotions she felt in the past !!!

You have the world in front of you, so you have to link all you want with your product, your idea, or hidden commands that you want the other party to carry out. Place it within them deeply and then drag it to another depth more and more!

The Strategic Move Before we finish our conversation in this code, you can use an **ANCHOR** in placing dimensions of the place and the people around you. You can put the good on one side and the evil on the other side. You can connect a particular topic with things around you, including a table, light, or a pen, how is that?

I sit with the client, start talking to him and then talk about bad things, about damages occurred with him or with others, and while I am talking

about this damage, you will find me putting it on the right by moving my right hand. Then I talk about the benefits and advantages not necessarily about my products, about good things in general , you find me putting them on the opposite left side by moving my left hand during my talking. Now I start my offer and talk about the product that I have here! Again, anything bad I will move my right hand and put it on this side, any benefit or advantage that he will get, I will put it on the left side, again and again. I start talking about my competitors, I will move my right hand though I am saying good things that they are large and reputable company and have a good share in the market, but I put them on top of a pile of bad things in the right side to the extent that it is impossible for his subconscious to see them as being good. I'm talking about my company, suddenly I move my left hand, **I'm good, they are bad** !!!

I cannot explain to you how effective this strategy, I use it every day in everything, in every conversation, it is effective to the degree that you will not believe it. You just have to relax and do it smoothly and do not forget before you speak about yourself and others that you have to stabilize the **ANCHOR** again and again on both sides!

You can use this during your standing on the stage, for example, all you need to do is to determine the three points to stand.

1 2 3

At the beginning, you stand in the place No. 1 for example, and begin to talk about negative feelings, any problems, obstacles, and then proceed to place No. 3 to begin talking about positive emotions, ambition. Repeat that by moving between place No. 1 and No. 3 once or twice. Now, start talking about enemies or competitors, and immediately you have to stand in the place No. 1 , as we said, you can say great words about them and that they are terrific, but you stand in the place of No. 1 , Now move slowly to place No. 3 and talk about yourself, your product, or your company *etc.*

As for No. 2 place, is where you will be giving instructions, for example, you want to sign the contract and want to explain to the customer how to do it, you have to stand in the place No. 2 where you assign this place just for instructions or steps to be implemented *etc.*

CHAPTER NINETEEN

HIDDEN (SUBLIMINAL) MESSAGES CODE

Hidden (subliminal) messages or under the consciousness have been developed by scientists of human communication where they are received and interacted with by the recipient without being aware of them. Just as the COVERT commands that we have learned to use and employ them to issue orders directly go under the radar level of our consciousness to be received, and interacted with by the subconscious directly.

The subliminal messages have been used in the media, marketing, movies and the world of art and music for decades, and have been employed in ordering the human subconscious to buy a product or execute a command or even adopting the whole life style!

I have always asked myself that question; Why do huge companies squander billions of dollars a year just on advertising? Day after day, billions of dollars are expended in the ads industry on television or on the radio;. Is this logical? Not quite, but it becomes logical when we know that there are scientists behind these ads studying every detail, every movement, every scene that you see, and every sound you hear ... etc! It becomes more logical; they are scientists just like you are now when it comes to what people want by what as we have learned in this guide. They know how the subconscious works and make their ads through those previous laws and codes, including the most dangerous law at all: **“ The subconscious receives everything, things that we are not even aware of its existence, stores them, and interacts with them, without the slightest awareness by us ”**

Here began the story, in the fifties of the past century, experiments began in television and radio in America, where many TV channels started to display on the screen completely hidden ads while showing a movie or program; not only that, but some large shops have smart ideas to reduce

the ratio of theft by displaying music that hide a subtle message like (Do not steal, we are watching you)! They found that the theft rate fell to 40% in these stores. Unfortunately not everyone uses it in the good side, as most of the examples that I have obtained are about bad things and messages just serving the source interest and a lot of harm to the recipient. One of the words that was used more than any word in the hidden messages in the media and movies is the word (SEX) because of its high impact and influence on the human subconscious as it goes immediately to satisfy the basic instinct in all of us! Example:



This footage is from one of the famous **family** movies (Harry Potter)! Focus in the picture and tell me where can you see the word (SEX), have you noticed? Difficult, isn't it?

Now look for the following image:



Now tell me why is this word on the wall? Surely you see it clear now, but during the film it is impossible to see it at all, you will never notice it, but your subconscious will see it and stores it. Thousands of examples are there supporting this, but the picture is more clear! Let us take another example that I consider to be dangerous that cannot be tolerated !!!



In the famous children film (Lion King), can you see that?

How do we use it in the field of hidden persuasion? but I want to repeat that I am not responsible for any wrong act or misuse that can be detriment to others, **and Allah us the witness between you and me!**

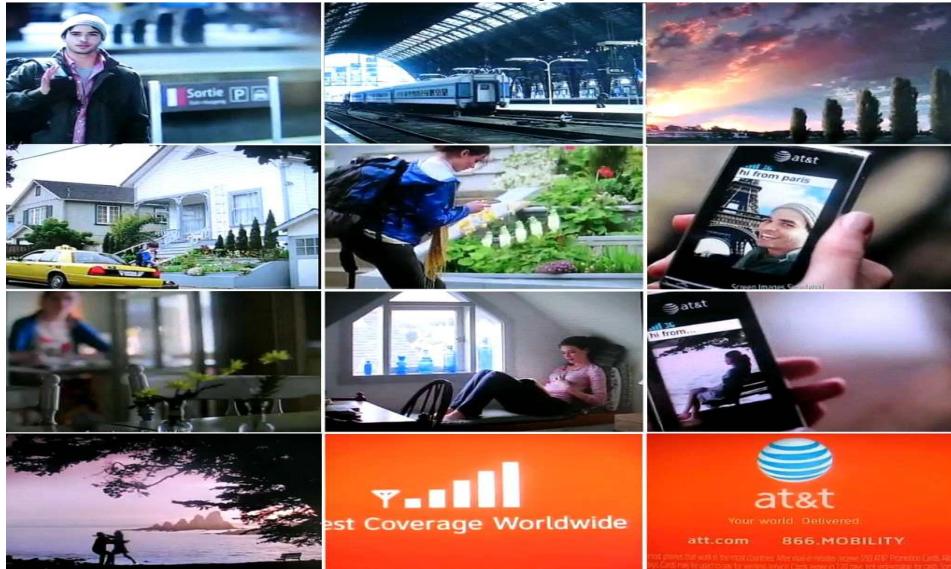
We can use this code in much more. All we have to do is hiding the command or the proposal that we want offer in the form of an image, scene, or music ... etc! Just as we did in the hidden commands code in the past where we have hidden the command and then we placed an **ANCHOR** to be recognized by the conscious mind such as raising the voice when saying or tapping on the bottle ... etc!

There are many ways to do so, including:

Hidden Suggestions

These are done by employing the words, images, or advertising components making suggestions that serve or explicitly says the hidden

command that you want. Let us start with an example previously mentioned; The ad by the famous company at&t



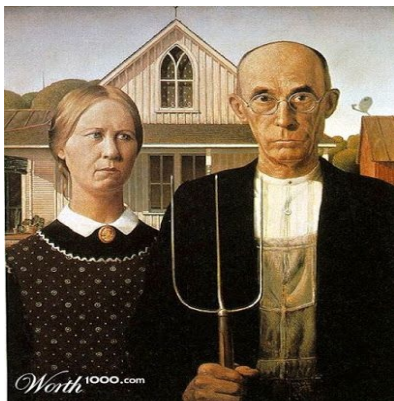
It's a TV ad , you see all these scenes that pass unnoticed by the conscious mind without the slightest idea that there is something else that exists in almost every scene which goes into the subconscious and serve the purpose of the primary advertising (the best global coverage)!! Look at the pictures in this ad again, and notice that in almost every scene there is a suggestion about *signal strength* , have you noticed? Smart, isn't it? The components of the image have been used to suggest what serves the goal of the advertising, just like we used words within the sentence and we mark these words which are present within the meaningful sentences that go unnoticed by the conscious mind, but we've marked them to reach the subconscious and are assembled there. It is one of the most successful ways of hidden messages in the ads ... where it suggests for the recipient things that we never say it openly, they are just images that pass unnoticed carrying different meanings to the recipient, but they go to the subconscious to say something else!



Quite like this rose, beautiful view, but it goes to the subconscious to remind you of a sign of a famous company, do you know it?



Or this



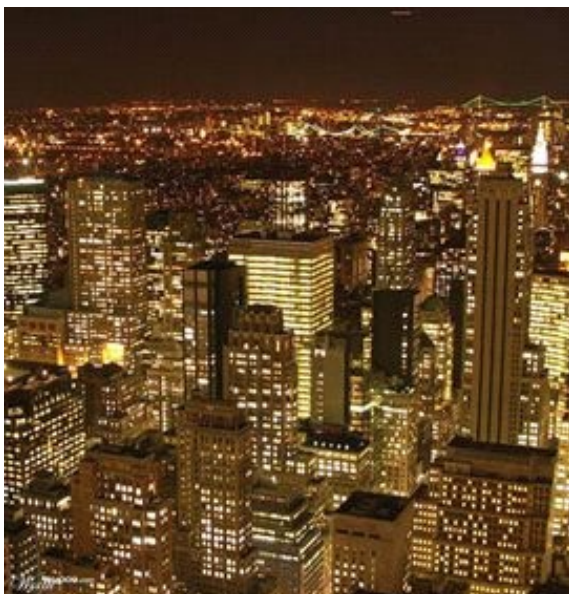
I used this image before in one of the messages that I have sent via e-

mail to customers. Since I work in a company offering Internet services, satellite, I added the phrase "(we need a change)". The picture does not carry a lot, but have you noticed the antenna located in the background? The picture is clear now!

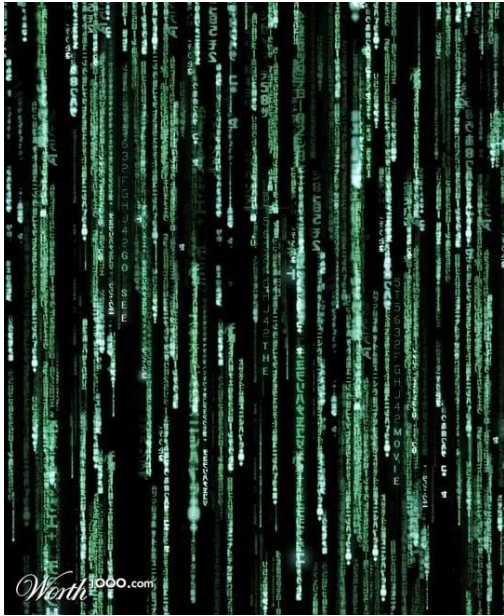
You can use whatever is in the picture too far from the focus point to suggest what you want to say, or what you want the other party to feel.

Hiding Commands in Pictures

Hide your text message within the image in the ad by making it completely transparent to the point you cannot see, but remember **the subconscious will see it!** Usually I use the famous program (Photoshop) to place a lot of messages in the photos that I present them to my clients a meeting. I even use pictures in my messages to them via e-mail and fill these images with hidden messages. All you have to do in Adobe Photoshop is to make messages completely transparent by only 3% or 4%. You will never see it, it is impossible! But the subconscious sees it! I have always put a picture in my email signature, containing the phrase, **(Yes, I want to meet you)** ... and much more, in fact. Even in presentations, I have always put hidden messages in images or background. This is very simple, but needs some extra time, and it is quite effective!



Have you noticed where the words are hidden? Look again! (Dane was Here) Another example from an ad for the famous film (The Matrix)



Can you extract the hidden command in the picture! Think for a moment, yes it is true!





Have you noticed that you also have to put the indicator in the picture, but unclear to say to the subconscious (you need to focus here)! Have you noticed the head of the snake? Isn't it a good indicator? Notice that the snake skin is drawn with the word (Snake)?

PHASE#5

CLOSING PHASE

Internal Resistance Code

Closing Code

“ It is hard to fail, but it is worse never to have tried to succeed. ”

— [Theodore Roosevelt](#)

CHAPTER TWINTY

INTERNAL RESISTANCE CODE

There are two ways to make your offer more convincing:

1. Make your offer or Inquiry more enticing!
2. To reduce internal resistance to what you say!

We talked about how to make your message, offer, or idea more attractive and persuasive for others. But what if we work to reduce the *internal resistance* of others, would not it be easy to talk to them and convince them without the need for greater effort to make our message more attractive? Just as if you are sitting down with one of your customers now, offering him that product, you can convince him in two ways: Either to give him a lucrative offer to buy this product!

Or work on to reduce his internal resistance and make him buy at the original price without attractive offers!

Therein lies the beauty and effectiveness of this code which will be used in all circumstances. You will always work on to reduce the *internal resistance* of the other party first to be able to get what you want.

The internal resistance is divided into two types: **Reaction** A decision that we take as an immediate response to any event that interferes with the freedom to make the decision! Saying No is much easier than saying **Yes**, as when we say no, we will remain in a situation where we are, we are afraid of change, remember that? Saying **yes** there are some changes that will happen to us!

Example: I: Do you want to go with me at the weekend on a cruise?

My friend: No, I want to stay here!

He did not think too much because saying No makes him stay here; there will be no changes in his life if he says No and rested himself; Is it laziness? Maybe, but the reason is our permanent need for stability and always imagine that we settle down and feel of stability if we say No and

we keep things in the status quo!

Expected Remorse A feeling of regret in the future if we miss an opportunity or take the wrong decision now!

Example: Did you know that 80% of people would refuse to sell subscription card into a prize draw with the knowledge that the profit rate in most of the withdrawals do not exceed more than 1 per thousand for example, however they believe that this card they obtained free of charge actually will win, why? Because they do not want to feel so regret later if the card was winning. Therefore, the *internal resistance* plays a major role in the decision of rejection (No), either as an immediate response or because of the feeling that we will regret later if we said **Yes!**

Where Does *Internal Resistance* Occur?

Reaction occurs in the subconscious while the fear of expected remorse occurs in consciousness. Here, we find that we have to work more on the fear of remorse, especially in the beginning to be able to stand before we get to the immediate reaction of rejection.

“ Remember that one of the laws of the subconscious that if we announced our rejection of anything, it is hard to reverse it; do you remember that? ”

So, we will not make people reach this stage and we will work to reduce the internal resistance by the control strategies of expected remorse of the other party and control it using it to our advantage!

Negative Emotions Strategy The other party wants to say Yes, but he does not know how, and does not know what he will feel later. His subconscious will be saying to him (Since you do not know, the best option is to say No and relieve yourself from the trouble); and this is precisely what is happening. So, what we will do is to show him the way, hold his hand and walk with him towards (**No**) as well as towards (**Yes**). We take him into the future and make him focus and see those feelings of remorse that he will feel if he says No or Yes. Do not be afraid I know it's strange to make people focus on the negative feelings and their rejection of us ... but strangely in the subject that once you make a person see the truth of what are the negative feelings ... the person becomes more susceptible to convince than ever.

EXAMPLE

a person is afraid of swimming “ What would happen if you went into the water? ”

“ What would happen if you did not enter ? ”

Let him imagine ... “ Do you sink? ”

“ Imagine that you enter the water now what you expect to happen ... Drowning? ... Yes, can sink ... but if you learned how to float ,you definitely will not sink like these people in front of you are not much different from you is not it? ”

Now On The Other Direction “ What will happen if you do not enter the

water? , Absolutely nothing will happen to you, but what does it feel to see these children enjoy their time in front of you and you stand behind the barrier of this fear? How do you feel now and you're sitting alone on the beach and all your friends in the water; Do you feel good about yourself? ”

The picture is clear! Yes, it is the feelings of remorse that make his internal resistance. Fear feelings make him stay on the beach, surely he wants to enter into the water, but he is afraid, afraid of drowning, afraid to regret this decision, so I have to make him face his fears not by throwing him in the water, but by **making these fears CLEAR** in his mind. Then I can play on the sensitive chord, i.e I can provide him with the way to get rid of these fears by planting more remorse if he says **YES** and leaving him without a way to resolve if he says **No!** Therefore:

- I will make him focus on feelings if he says no or yes!
- In both cases, there is expected remorse and fear of decision-making!
- I will show him the way to get rid of remorse if he agreed!
- I will leave him without a solution if he refused, I will spare him with expected remorse
- Which one he is going to choose?
- The offer is over, and certainly he will agree. He does not want to feel regret later!

Here's Another Strategy: **Define Demand Strategy** The more specific and clearer your order or instructions are, the more his approval and implementation rate increased. Let's take the results of a great study. in a US university, where students of the Department of Psychology conducted a test, they perform the role of a beggar in public places and they divided themselves into three teams: First Team: Is it possible to get some money?

Second Team: Is it possible to get a dollar?

Third Team: Is it possible to get 37 cents?

The results were the first team got the money by only 44%!

While the second team got what he asked in 65%!

While the third group got those 37 cents in 75%!

So, **whenever you are more specific in your request, you will get it**, and here we can reduce the internal resistance of the other party by identifying the demand and make it more obvious!

Future Approval Strategy Me: “ Would you come and help me to change the home Furniture? ”

My friend: “ No, I will not do that as I'm busy ”.

This is an immediate reaction; Instead, we can ask that person: **What would be your answer if I ask you to help me moving the furniture in one day!**

His answer will certainly be **Yes**, because he will not do so now! But when time comes and you ask him, he would do so easily, why? because he announced it to you previously. Based on some studies, a charity association once asked people living in the neighborhood: “ Would you agree if we ask you, for example, to help us in the distribution of school bags on some poor families? ”

The answer is in 60% of people was yes, 3 weeks late, the same association asked those people to come to start the distribution of those school bags, 80% of them showed up and did so!

CHAPTER TWINTEY ONE

CLOSING CODE

How to end a conversation with an approval? A lot of salesmen have great qualities and characteristics; they have a distinct ability to talk, but they do not know anything about closing ; getting a contract, to agree! I was like so, having a lot of meetings, many orders, but I have not concluded a single deal, Why? Because I leave my fate and the fate of the company and the product in the hands of the client to think later. Unfortunately, I do not think this is a good and guaranteed way, so we have to learn how to conclude a conversation with an approval. There are strategies to close or conclude, and we will learn them now

Trial Time Strategy

Many software companies are using this strategy successfully, it is 100% always effective as you give the other party a free trial period of your product, and then deprive him of it. “ **If you want to continue to enjoy, you have to buy now** ”; the idea is a sense of ownership. When I offer you for example to try driving that car by yourself, tampering with the luxuries inside it as you want, it will be difficult to program yourself to say **No** when I ask you to buy it as the car has now become yours for a little while, you have tried it and you liked it. Now it will be difficult for you to give up. I always do this; give the other party the opportunity to experience what is being free, let him return home and use day after day, let him feel that he owns this product, and then deprive him of it, he will ask you to buy it! But does this strategy only work in the sale of products? Certainly not, I want you to think about how to do it in relationships, how to give people around you a trial period to spend it with you, and then deprive them from being with you.

Multiple Options Strategy

Instead of asking the other party if he wants to buy or not? If she wants to go to the coffee shop or not? Ask them about their opinions in two options, options carrying **Yes** in both cases,

“ Would you like to go out to dinner or to watch a movie? ”

“ Would you like to get a phone in black or white? ”

Yes, in both cases, isn't it? He believes that he is choosing!

The Inevitable Approval Strategy

It is always my favorite option, as I always imagine that the other party is saying yes, so I do not ask him if he wants to or not; I think he always wants,

“ This is a fantastic, you and your family will enjoy a lot during this holiday. What would you do first, go to the hotel or to the beach? ”

“ Good choice! Will you drive the car or your wife? ”

It also ends with the previous strategy, after making sure of his inevitable approval, you give him the option. Remember! In both cases, he agrees on the main point!

Decisive factor Strategy

We use this strategy when the other party, for example, asks:

Him: *“ Can this program give monthly reports via email? ”*

Your answer will immediately be:

Me: *“ If it sends you monthly reports via e-mail, are you going to buy it? ”*

Osama : *“ Does this restaurant offer grilled chicken? ”*

His wife: *“ If so, are you going to take us there tonight, the children and I? ”*

”

Therefore, when you close the deal, when you request an opinion of the other party, you have to ask what you want and then ask for a yes! You will not stop until you get it, this is in short what you have to do; you will not stop until you get a yes! Change the ways, change the strategy, ask, and then ask, if the door in front of you is closed, move toward the other door, or create one for you.

“ Praise be to Allah, it is done”

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About the Author

Over several years of work Alaa Al-Saadi is a 29-year-old personal trainer and lecturer in several Arab states have been employed as a Consultant and developer of sales in many international companies.

He developed the **most effective** equation at all that has been discovered so far in the instant control of the human mind as well as building up the ability to execute integrated persuasion operations using sciences that were considered confidential and unknown to the general public such as body language, mind control, Neuro Linguistic Programming (NLP) and neural science of covert hypnosis. This approach has enabled him to detect secret methods and techniques that many of the owners of companies, salesmen, and those working in the field of marketing and advertising were able to use and benefit from these strategies to achieve profits and successes at work and at personal level.

Always says,

“ I'm not a scientist, not a writer,

nor an expert, I'm just an ordinary person looking for having the capabilities of the unusual ”