

# NeuroPersuasion®



## **The Ten Biggest Persuasion Mistakes That Most People Make!**

*(How Many Of These Mistakes Have You Made In The Past?)*

If you're like most people, you've probably wondered....

- What causes customers to pick one product or service over another...even when they appear the same?
- What causes employers to pick one candidate over another...even though the one hired may be less skilled?
- What causes some people to get almost everyone to follow them and others can't get anyone to follow?

The reality is that you may have encountered these very same situations not because your product or service is less appealing than others, but because you've not been selling to people in the way their brain buys. Research has proven that people buy unconsciously before rationally – and yet people are still completely unaware of why they decide on one person, product or service over another.

The truth is this: Your unconscious mind buys, and *then* your analytical mind rationalizes the decision.

As you're reading through this short ebook, make a note of how many of these persuasion mistakes you have made in the past and commit to making things different in your future. Your bank account will be glad you did.

**NeuroPersuasion®** is a new field and it's literally the brain psychology of what causes people to buy or not. It's the neurological way in which people decide on one product over another, why people do some things and not others and how people make their decisions and don't even know what prompted them to do so.

**NeuroPersuasion®** is a synthesis of Neuro Linguistic Programming (NLP), neuro science and clinical hypnotic language patterns, and it's starting to generate a huge buzz across every industry and every business sector. After you read all the way through this ebook, you'll understand why.

## **NeuroPersuasion® Is Your Key To Unlocking The Brain To Move People® To Action!**

In traditional sales, hiring and leadership you have been told ... "follow the proven sales formula, interview well to get the job and lead with authority." Yet, even when you seemingly do everything right, time and time again, it's often with less than dazzling results.

Until now...

Years of behavioral research -- such as NLP (Neuro Linguistic Programming), Hypnosis (Clinical Hypnotic Language Patterns) and Neuro Science -- are all demonstrating the same thing:

"People's unconscious mind -- not their conscious (analytical) mind -- drives how they respond to your products/services, your job candidacy and your leadership, and it ultimately drives how they think, act, respond and buy.

*"Most of the decisions you make aren't based on conscious reasoning." Alex Pouget, Associate Professor of brain and cognitive sciences, University of Rochester*

People don't really know why they do and buy what they do, which is why traditional selling almost always falls short. Candidly, people will tell you why they *think* they buy, hire or follow, and research demonstrates that, in reality, they truly don't have a clue about it all.

When a decision is made, it's first influenced unconsciously, and then analyzed rationally. Here's where most people erroneously believe that their decision was rationally made, when in effect, it was first decided by the already established unconscious filters.

Below you'll find the ten biggest mistakes that most people make when attempting to persuade others to buy, hire or follow, and when you understand these ten and then apply this information, your sales and influence will skyrocket!

Read on to discover how these ten fundamentals can help you convert more prospects to customers, get hiring managers to say yes to you and get people to follow you easier than ever before.

## **The Top 10 Persuasion Mistakes That Most People Make**



### **Selling/Persuasion Mistake #1**

#### **Failing to Realize that Communication Skills and Persuasion Skills are not the Same Thing**

Time and time again, I run across people who think they've learned all they need to know about persuasion because they've been to every sales training course under the sun and they have "great communication skills."

Wrong!

Communication skills and persuasion skills are in the same family but they don't deliver the same punch.

Communication skills generally and sometimes elegantly convey an idea or concept to people.

Persuasion skills are the "nitro" behind the communication skills because they get people to act upon the communication.

Communication skills move the analytical conscious mind, and persuasion skills move the nonanalytical unconscious mind, which is the part of the brain that makes all decisions before the conscious mind is even aware that a decision needs to be made.

You can use all the fancy language in the world and you can present every fact, figure, number, statistic, reason, feature and benefit as to why people should act/buy, but until you can move their unconscious mind first, your efforts will be for naught.

Communication (words) moves the conscious left brain to think and analyze; persuasion (imagery and brain maps) moves the unconscious right brain to act.

**Action key:** Start thinking in terms of unconscious persuasion and influence, not analytical selling. The unconscious mind is the 'buyer.' It's the seat of decision making. It's what researchers call "the reptilian brain." When you move the unconscious mind, you then influence the analytical mind to say yes. Decision first starts unconsciously.



## **Selling/Persuasion Mistake #2**

### **Selling to the Wrong Side of the Brain - Left Brain - vs – Right Brain. The Left Brain Analyses, the Right Brain Buys**

The left side of your brain is the seat of your conscious mind and it's responsible for only 5% of your mental activity. Its job is to analyze and rationalize information, and it's the seat of short term memory and will power. It has never bought anything, it has just thought about buying – the unconscious mind buys (and the analytical mind takes all the credit.)

The right side of your brain is the seat of your unconscious mind and it's responsible for 95% of your mental activity. Its job is to execute the commands of the analytical mind. It cannot think, exercise will power or judge. It simply takes what's given to it and it acts upon that information – true or not. It's the seat of

long term memory and it directs your left brain to make all decisions on previous long term decisions already held in the mind.

The nebulous truth is this. You always buy unconsciously first because your unconscious decisions have been conditioned by your conscious analysis. Your mind, as is your customer's, is a cycle of conscious / unconscious dialog.

Left brain is analytics - linear – facts, figures, numbers, statistics, features and benefits. It's all the things that traditional sales training teaches you to sell.

Right brain is non-analytical – non-linear – emotions, feelings, colors, sense, long term memory and it manages all biological functions. Everything you have ever smelled, heard, seen, tasted, felt and thought is stored in the memory banks of your unconscious mind.

All decisions are first conditioned by your analytical mind and then held by the right brain/unconscious mind - and then filtered back through to the analytical mind for a seemingly conscious decision on matters. You think you analyze and make decisions. You don't, and neither do your clients and prospects.

For example: If you don't like sardines, and someone put them in front of you, would you ask yourself, "Hmm, would I eat sardines today? Do I like them today? Have I had them before? What do I think of sardines?"

Nope, that decision has already been made long ago and it's held in your unconscious mind's long-term memory. So if someone was to put sardines in front of you, your decision to eat them or not was already long made before they were ever put in front of you!

In other words, you already made the decision about whether or not you'd eat sardines well before you were presented with the opportunity to eat sardines.

The same goes for your clients and people you want to persuade. They have made their decisions long before they met you (even though they don't know it.)

The left brain (analytical mind) does not buy. People do not buy facts, figures, number, statistics, features and benefits, like I said above, that's all analyses. People buy their feelings, identity and imagination, and it really goes deeper than that. People buy what they feel and what they feel is determined by the next section below.

If you're the kind of person who used to sell features and benefits, then you've been selling to the wrong side of the brain – and yet over 90% of all sales people have only been taught to sell features and benefits.

Features and benefits are 5% of the whole proposition to the mind. Yet, most people only sell features and benefits. When you stop doing this and start doing what you're about to discover, you'll move people to action a lot faster and easier.

As you now realize, if you want to start selling more, then you must sell to the right brain, and you must sell in the language of that side of the brain - which is emotions.

**Action Key:** Start selling to the right side of the brain. Continue to the next section to discover how to do that.



### **Selling/Persuasion Mistake #3**

#### **Not exciting and Engaging the Imagination**

For years, and in almost every sales training course, selling professionals are taught that people first buy on emotion and then rationalize their decision. But in all the high priced classes you've probably taken, how many of them have taught you what drives your customer's emotions? You know that you're supposed to engage the emotions because they are the hot buttons that move people, right?

Imagine this. What if many things you've been taught about selling are wrong? What if you've been told to sell in way that really doesn't prompt the brain to decide to buy? What if all the books and seminars you've been to have misled you and they are actually costing you sales? That would be bad, wouldn't it? Well, unfortunately, this is what has happened to you, and it's costing you sales and income. You have been misinformed, until now.

So what part of the brain buys? Researches have discovered that the "reptilian brain" is the part of the brain that buys. It's the part of the brain that handles your most fundamental thinking - fight or flight, survival, etc. It is not engaged by left brain analytics (facts, figures, numbers, statistics, features and benefits). It's moved by imagery. Images move the imagination and imagination moves the emotions.

Imagery is fundamental in the development of humans. Even cave dwellers were communicating in images 100,000 years ago. It's a primal function of the way your brain works.

The brain does not buy features and benefits. It buys what moves the emotional mind, and the emotional mind is driven by imagination.

Imagination is the single greatest weapon you have in influence. To be candid, we like shiny things. Humans are dazzled by things that tantalize our imagination.

The unconscious mind does not know the difference between real and imagined, and the more you have someone imagine something, the more real their brain thinks that it is and the more their brain is likely to respond.

**Action Key:** Apply The Law of Dominant Effect. The law is this – the more people imagine something, the more likely it is to be realized. Imagination rules and dominates the analytical mind. Imagination buys!



## **Selling/Persuasion Mistake #4**

### **Failing to Realize that the Human Mind Can Only Think and Communicate in Literal Positives**

Whatever you do, I don't want you to think of an elephant. You can think of any animal you want, but don't imagine a big fat elephant right in front of you.

Now, what animal are you thinking about first? Yep, an elephant. Why, because your mind cannot think in negatives – only literal positives.

Whatever suggestion you plant, negative or positive will be read by the unconscious mind as a literal positive. So, when you tell people you don't want them to think about certain things, you're actually telling them to think about that very thing.

If I said to you, "Oh, don't worry about the economy."

I'm literally (unconsciously) telling you to worry about the economy because you first have to think about what I don't want you to worry about so you'll know what not to worry about.

Every word you speak is a suggestion and the subject of suggestion will be the one received by the unconscious mind.

Also, the more you try to get people to focus on one thing over another just keeps that other thing (that you don't want) in their mind. The more you talk about your competition (and how you can beat their prices,) the more you keep your competition in the forefront of your customer's mind.

The unconscious mind takes what is suggested. People often suggest what they don't want people to think, thereby planting a suggestion that is the reverse of what they actually want.

For example, recently a friend was making investments and it required her to send a large amount of money to a company she has never worked with. I referred the company, and I'm completely comfortable with them. The broker said to her, "Don't worry, I realize you don't know us, but Jim has been a customer for years."

That single (and short) line planted fear in her mind. She didn't buy that day. She called me for decision reinforcement, and she finally bought, but that one line scared her. Be careful of what you "plant." Every word you speak plants a suggestion to the unconscious, and each suggestion moves people closer to you or away from you.

Here's an example of a positive intention being stated as a negative suggestions.

I saw this ad in an airline magazine and it said, "For a truly unforgettable experience, dine at XZY Restaurant."

The mind cannot think in negatives and it engineers "unforgettable" to the negative, because it cannot see the intended positive of "unforgettable" without first thinking of forgettable.

What the unconscious mind really saw was "For a truly **forgettable** experience, dine at XZY Restaurant."

Another great example is the 911 phrase, "We will never forget." The sentence plants the suggestion to forget. The focus of that sentence is "forget." For it to be more effective it should be worded in the positive, "We will always remember."

The actual first sentences plants the suggestion to forget, the latter plants the suggestion to remember.

How about this...

I recently saw a FEDEX Kinko's banner promoting the use of banners. It said in bold letter, "Despite what many may think, a banner year is not going to be hard to come by."

I have another suggestion: "Despite what many may think, a banner year can be easy for you to come by."

The first is a negative assertion; the second is a positive assertion. The mind can only think in positives. It reads the first banner as "A banner year is going to be hard to come by."

**Action Key:** The unconscious can only think in literal positives. Your mind cannot unconsciously think in negatives. Always speak your words in the positive. Tell people what you do want, not what you don't want. Always affirm does over don'ts. When you use the word don't, you're telling people to do what you don't want them to do. Don't get excited about NeuroPersuasion® !



## **Selling/Persuasion Mistake #5**

### **Not Controlling/Directing the Interaction**

In traditional sales training, you've heard that in every interaction "someone gets sold."

Here's the classic and best example of a sales person losing control of the entire relationship. When a prospect says "We're not ready, touch base with me in three months," and you agree - you've lost control in that moment. You've been sold, and you have set precedence for them to control the remainder of the interaction. **From that point forward, they will always have control over what you sell to them - or don't sell.**

Bring it closer to home. How many times has a sales person called you, and you might have been interested but you didn't want to take the time to explore it and you said, "Call me in 30 days?" And they said OK and did, and you again put them off. Who is controlling whom? You are controlling them, and your clients and customers are controlling you if you let them put you off even a single time. (It sets precedence for later interactions.)

This very selling paradigm is why so many sales people get dragged around for months (and months) and they never sell anything...but they do keep calling, and calling and calling - because they've been told to, and that precedence was set in the very first interaction.

Control of the sale is not dominance, it's sales management You must control the interaction from the very first meeting or your prospect and client will control you. And you control the interaction by setting up a frame during the first interaction. This one selling concept is vital. Do you realize how important this can be for you?

Sometimes control is letting people think they have control of the interaction; all the while you're controlling the bigger interaction.

I used to have a business partner who loved to control people, though he didn't know he was doing it. He was a big fan of early morning meetings, and he'd ask everyone to meet at his office at 7 AM once a week. He was a partner, not a

'boss". I did it for three weeks then realized, "Wait, he's controlling what I do. I don't want to go to 7 AM meetings." The night before a meeting I emailed and said, "I'm not doing 7 AM meetings anymore," he said OK, and in that moment, I stepped up and stopped his control - which he was also enforcing in other areas of the partnership. Also, because I initially complied, he created the thought pattern (unconscious or not) that all he had to do was ask and I'd comply. He had started conditioning me to follow him.

You absolutely must take control from the very first interaction. When they ask "Where should we meet?" "What time should we meet?" etc, from now on...*you* pick the specific time, place, the agenda, who sits where (if you can) – you decide everything within your control. This immediately establishes you as the one in "control" of the process, even when it's not perceived as being that way.

Let me put it this way. As subtle as this seems, it gets people used to following you, and **this is vital**. Once people, most people, start following you, they will keep following you because the brain loves habit and repetition. This is why in traditional sales, sales people are taught "Get people to say yes as much as you can." It's not about getting people to say yes, it's about the habit conditioning it creates when they do.

**Action Key:** Subtly, and with finesse, pick the time, place, agenda, where people will sit, etc. Even when it all seems to be the normal flow of business, you're covertly establishing yourself as the one who controls the interaction. Do you now realize just how powerful this simple concept can be for you?



## **Selling/Persuasion Mistake # 6**

### **Not Planting Suggestions and Consciously Directing the Thinking of Others**

The mind is conditioned to believe what it's told, and that's why this section is so important to you. You must realize just how subtle all your words are in the mind of your listener, and when you do, your persuasive ability will increase by at least 50%.

As a matter of fact, the unconscious mind is so pliable; research demonstrates that 87% of what you now believe has been planted as a suggestion by someone else in the past.

People generally let other people make up their minds for them – all unknown to them.

In **NeuroPersuasion**<sup>®</sup> this concept is called “Bypassing the critical factor of the mind and establishing selective thinking.” When you bypass someone’s critical factor thinking, what you’ve successfully done is put yourself in a position to have them easily believe a lot of what you’re telling them – without conscious objection!

Let me demonstrate.

A few years back there was a brilliant Tylenol commercial on TV. It was only twenty words, and it had strong visuals to engage the unconscious mind.

The commercial usually aired in early November, and it goes like this. A little boy is sitting on his bed sniffing and sneezing. You can see cold wind blowing outside and rain pattering down on the windows – this engages the emotional mind. A somber and powerful voice comes on – engages the analytical mind – and says “Moms, cold and flu season is here. When your little one gets sick, you can depend on Children’s Tylenol.”

That’s it.

Now, let me take the commercial apart for you and explain why it’s so powerful.

- 1) The visuals engage the unconscious/reptilian brain and engage emotion.
- 2) First suggestion – “Moms, cold and flu season is here.”  
Cold and flu season does not actually start on any particular date. However, you accept that it’s here, because it was suggested. You then believe it’s here and the first part of the commercial has pulled you in and established a belief for you. Pull out your day planner. Flip to late Fall or early Winter. What day does “Cold and flu season officially start?”
- 3) Second suggestion – “When your little one gets sick.” This is called a presupposition. It’s not inferring “if” your little one gets sick, it’s presupposing and planting the suggestion of “when” not if.
- 4) Third suggestion – As a result of the first two happening, you can now “Depend on Children’s Tylenol.”

The commercial planted the suggestion that “cold and flu season is here” and that your little one would get “sick,” and it told you what it wanted you to do as a result of the first part of the equation – buy Children’s Tylenol. Pretty covert and below the level of conscious awareness. If you’re the kind of person who accepted “Cold and flu season is here,” then this commercial literally bypassed your critical thinking and planted unconscious suggestions for what it wanted you to think.

The commercial pulls people in from the beginning. If you accepted the first part, “Cold and flu season is here” - which most people would agree with - the first

week of November, your mind then links that to the second and third part of the sentence. It's a literal unconscious daisy chain.

For the most part, people believe and take what is given to them. In the second line of this section I said that 87% of what you believe has been planted as a suggestion by someone else. I just made that statistic up. It's probably more like 100% when you dig into cognitive psychology and the point is this. Did you question the statistic above? Probably not, and a result of not analyzing and questioning the statistic I gave you, you bought it. Had I not addressed it here, you'd probably run around thinking, "Wow, 87% of what I know I've learned from others."

You take what people give you and they take what you give them. A great example is when you sit down to dinner. If someone put your fork down on the right of your plate, you'd pick it up on the right.

Metaphorically, people "pick up" what you put down in terms of your suggestions.

Going forward, tell people what you want them to do, think and feel. Constantly plant suggestions.

Recently, I head this Gatorade commercial and it said, "When you go to Wal-Mart, you can now get Gatorade at the price you want."

"At the price you want." How does the announcer know the price I want? He doesn't, it's a suggestion. Also, it's linked as an associative condition.

The sentence has two parts to it. A) Go to Wal-Mart, B) Get the price you want.

B is assumed to be true if A happens. My mind has the expectation that if I go to Wal-Mart for Gatorade, it will then expect to find it at the "price I want."

**Action Key:** Tell people what they will find. Constantly plant suggestions of what you want people to think, feel or believe. Go back to the first paragraph. I told you that when you realized how subtle words are, you would increase your persuasive effectiveness by at least 50%. If you bought that, then I successfully planted an unconscious suggestion in your mind. Actually, it's not just 50%, it's more like 80% to 100%.



## **Selling/Persuasion Mistake # 7**

### **Confusing Commonality with Unconscious Rapport**

Research demonstrates that 75% (really, this statistic is not made up) of all persuasion is based on the level of rapport that people have, and the unfortunate thing is that most people do not understand what rapport is.

Most people have learned that rapport is commonality such as 'You grew up in Dallas? I grew up in Dallas.' That's not rapport, that's commonality. Rapport is when people have unconsciously entrained, and entrainment directly leads to likeability.

Entrainment is when one person's unconscious mind has locked onto another and both people have fallen into an unconscious rhythm...or unconscious entrainment.

Entrainment is the way of the physical universe. If you were to take two clock pendulums and swing them in opposite directions, soon they would synch up and mirror their swing. When women live together their menstrual cycles synch up. When you get a group of people waking together, very soon they're all matching each other's steps.

The brain loves rhythm and the quicker you can create unconscious rhythm with people, the better they will like you. The mind automatically looks to establish rhythm, yet most people bust the interaction rhythm through word and deed, hence destroying rapport.

Everyday examples of unconscious rhythm would be that one person coughs and others start coughing, when one person at a table sits up and everyone sits up. These people have unconsciously entrained. This happens naturally and unconsciously and the key to super likeability is learn how to create rapport within minutes of meeting someone

**Action Key:** You must learn how to mirror, pace and lead people to where you want them to be. Many selling professionals have had some training in this, and most think they "know it," when in reality I rarely meet anyone who can do it well. It's vital that you learn how to establish unconscious rapport because it translates into instant likeability and as you know, people buy from the people they like, first.



## **Selling/Persuasion Mistake # 8**

### **Failing to Use the Power of Expectation**

People look to fulfill their expectations, both psychologically and physiologically, and it's vital that you master this simple concept so you can be as powerful as you want in your persuasion.

In university research, it has been demonstrated that people get significant relief from pain even when given a placebo. Why? Because they have the *expectation* that the medication will work, that's why.

In a study done with morphine, people got relief from pain over 70% of the time even though they were only given a placebo.

In another research study, students were told to walk down a pitch black hall, all the way to the end and to stop when they saw a red light flash in front of them. 100% of all students stopped walking, yet the red light was never flashed.

In both cases, the people had expectations that something would happen and their brain looked to meet and fulfill the expectation. Their brain even falsely created the fulfillment of the expectation. The same applies to business and life.

Most people don't even know they should be creating expectations much less creating them.

When you set an expectation for someone about yourself, your product or service, they will unconsciously look for that expectation to be true, just like the research examples above.

Think about the last time you went to see a movie and someone said, "You're going to love that movie." Now, think about how that influenced your expectation of the movie before you even got there. You went looking to fulfill your expectation, didn't you?

The thing is, when you set expectations for what people will find about you, your product or service, they will look for it to be true.

And the great thing is this. After you've done this just a few times, they will unconsciously believe every expectation you set because the first few were confirmed to be true, and their brain now thinks..."Hmmm, every time they told me I would find XZY I did. Now I no longer have to question them because they've conditioned me to accept what they say a true."

**Action Key:** Start creating expectations for people. Tell them what to expect. Tell them what they will find and then be 100% certain they will find it. After just a few times, they will believe you unconditionally because you have affirmed and conditioned their expectations.

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## **Selling/Persuasion Mistake #9**

### **Failing to Realize the Difference between Surface Level and Deep Level Communication**

Will the real decision maker - the brain. Please stand up!

Stop listening to what people say and watch what they do. People will tell you why they do what they do, and in reality, it's almost never true. People almost always will tell you why they do what they do and research demonstrates that it's all an analytical smoke screen; truly, most people have no idea why they do the things that they do.

Unknown to most people, communication exists at two levels (with ourselves and with others) Surface structure and deep structure. Surface structure is what people tell you (and what you tell yourself) and what they analytically think is true, deep structure is what they (you) think unconsciously (mind patterns/strategies) and what they tell you with their actions.

I know you've heard the old phrase, "Actions speak louder than words."

When people say things, they may think they're telling you the truth, and they may intend to follow through, but they don't. Why? Because perhaps what they told you was inconsistent with their unconscious belief systems/strategies.

Let's say someone always tells you yes they will act, but they don't. When you talk to them about it, they assure you they intended to. They give you all the reasons why they want to act and why they will do it. A week goes by and they still have done nothing!

Why didn't they act, even when they told you they would? It could be many reasons, but what I do know is that they are demonstrating surface and deep structure incongruence. They say one thing and do another.

One possible reason could be is that they're a person who just can't say no. So, they say yes, and then when it comes time for the rubber to meet the road, they can't deliver because it's not within their power – but they simply could not tell you no.

You already know that people first buy unconsciously before consciously/analytically. The entire unconscious process is driven by brain strategies/patterns. You have to know these patterns because when you do, it's like having a team's play book, you know the play they're going to run before they execute it – and you can then foil the play.

**Action Key:** This is why it's vital for you to know **NeuroPersuasion®**. It's more important that you understand people's mind patterns, internal points of reference, eye movements, shifts in posture, body symmetry, changes in breathing patterns and all the things that tell you where they are unconsciously. The body will tell you what a person is thinking, because an action cannot happen in the body without first being preceded by a thought. Pay attention to what they do in subtle body movement and action, first! Pay attention to what people say second. Their actions, body language, voice inflections, breathing will tell you more than their words ever can.



## **Selling/Persuasion Mistake #10**

### **Failing to Associate Your Products or Services to the Identity of Your Buyer**

One of the first rules of brain function is that it associates things. In every situation, the brain looks to past experience to associate new experiences. This is how it makes sense of the world.

Similar to Pavlov's dog, people respond to associations and also assign values to those associations. OK, so people aren't dogs, but we are associative animals and we do associate A to B – just like other animals. This is how animal trainers work to create animal behaviors - association, association and more association.

Many people actually use this brain function to create negative results. One of the best examples is children and ice cream. Parents tell their kids, "Be good and you'll get ice cream". After just a few times, the child has associated ice cream to behavior. So, the child is good to get ice cream, but what has really happened is that the parent has conditioned the kid to an unhealthy reward system.

Realize that everything that you do has an assigned value in the mind of your prospect or the person you're attempting to persuade.

If you're the kind of person who is always on time for your appointments and your clients value punctuality, then when you're on time they feel good about that and they're associating those good feels to you. The reverse is true if you're always late and they value time.

Every state that you create in the mind of your prospect is being associated back to you as either pleasure or pain...and just like Pavlov's dog, they are associating those feelings to you and your product and service.

Recently I saw an Assurance Insurance commercial. It had this severely overweight, really sweaty, grungy smelling (the commercial was visually cuing the

smell) guy working out. And the tag line was, “Don’t settle for stinky service.” The visual imagery was profoundly “stinky,” and it actually turned me off and made me change the channel.

Case in point, I’m only telling you about this because this commercial left a huge negative association in my mind. The commercial successfully associated “stinkiness” (nasty smell) to Assurance Insurance, and that’s the association my brain has now registered.

Be very careful about the states you’re creating in your clients, because the states you create are the ones they are unconsciously associating to you, your product and service.

This even works on a personal level. Let’s say you’re going to a job interview and you wear perfume or cologne that is too strong. First, this could create a negative reaction in the other person and then they tie that negative reaction to you. To take this even further, honestly, there’s nothing you can do about this, because it’s all below the level of conscious awareness.

Let’s say you wear a particular cologne or perfume and you meet someone for the first time. If they knew someone who wore the same scent, they will associate what they think about that other person to you. If they liked that person they are more inclined to like you. If they disliked that person, they are inclined to dislike you because their mind is associating the scent to the emotion and then transferring it to you.

It’s vital that you now realize that the brain is always associating A to B.

**Action Key:** What are you associating to you and your business? A real life example would be this: what if you’re a company that’s skimping on office bills, and you keep your space warmer than what’s comfortable for most people. At a psychological level, discomfort is pain, and what you’re doing is linking your office (pain) to your product or service. Associations can come in the form of anything: words, offices, smells, whatever - anything and everything! Just keep in mind, everything that your client experiences about you is creating associations in their mind. The key to this is always creating positive associations in the minds of your prospects and consumers. Catch them in a positive state and then associate that back to you, your product/service, and company.



Ok, that’s it. How many of these Selling/Persuasion mistakes have you made in the past? If you’re like most people, you probably have been doing almost all of them – until now.

You now know differently, and you can use this awareness to create different states and situations with your prospects and clients.

While **NeuroPersuasion**<sup>®</sup> is still a young science, it's catching on quickly and has the potential to revolutionize the way you market yourself, your business and your products/services. When used properly, it can have a dramatic impact on your bottom line, get you the job you want, or help you more effectively lead people.

Learn **NeuroPersuasion**<sup>®</sup>. It will make all the difference in your business and in your life. Learn more. You'll be glad you did.

Mind Authority offers **Zero Effort Selling** in person and also offers a full CD program. Each of these ten principles and more are covered in entirety in the full day program **Zero Effort Selling**.

Like this report?

You will LOVE Jim's "5 Favorite NeuroPersuasion Closing Lines."

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