

Persuasion Factor

Persuasion Lesson

Month 20

Stratagems 33 & 34,
Securing, Controlling and Using Emotions
for Fun and Profit

- ✓ It is preferable if you have this open and follow along as you listen to this months lesson.
- ✓ Stop at each suggested point and do the work.

Securing, Controlling and Using Emotions for Fun and Profit

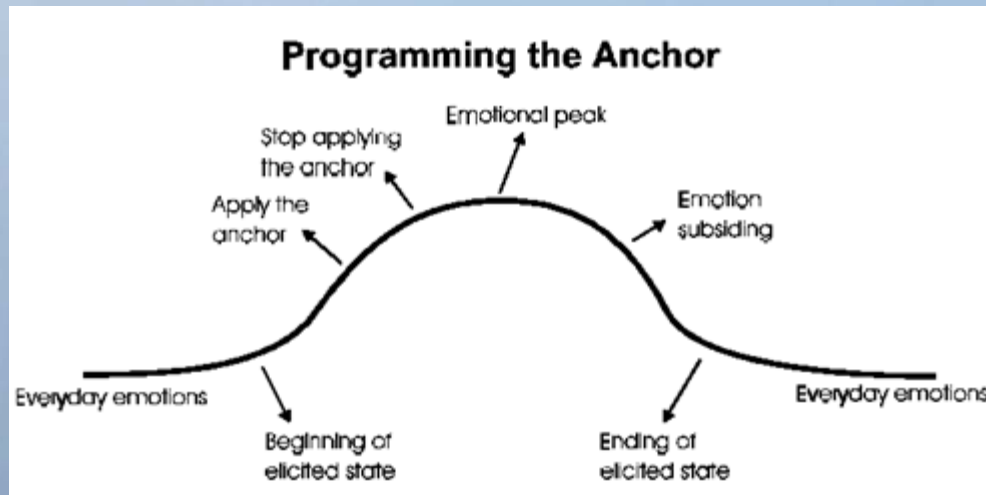
Anchoring

- Anchoring is based on Stimulus Response conditioning.
- The famous psychologist Pavlov discovered that our brain is capable of one trial learning. What this means, for the process of persuasion, is that we can create an emotional state in someone and then create a stimulus that, when repeated by us, they will immediately experience the emotions again.
- **Anchoring** is based on eliciting an emotional state in someone and then providing a unique stimulus that makes an association in their mind between your stimulus and their emotional response.

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Anchoring – Contd.

- The procedure is:
 - 1. Elicit a state in a person
 - 2. At the peak of their emotional response, set your anchor.
 - 3. Calibrate closely to their state so you can see if you did it right.
 - 4. Let go of your anchor before their emotional state subsides.
 - 5. Test the state.
 - 6. Leverage the anchor by firing it when you want them to have that response to what you say.



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Anchoring – Contd.

- Step 2 says to, "set your anchor". So I'm sure you're asking, how do I set an anchor.
- Anchors are created in representational systems. You can be triggered to have an emotional response in any of the five systems humans have. Remember what they are?
 - Visual, auditory, kinesthetic, olfactory, gustatory.
- Think of something that you might see that immediately upon seeing it would create a very pleasant emotional state for you. Do the same with each of the other four systems right now.
- Somehow, you associated the pleasant feelings with what you were for example looking at. Just thinking about what you saw brings back those pleasant feelings again.
- This is a very powerful aspect of human nature.
- Practice creating anchors in the V, A and K systems.

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Anchoring – Contd.

- Anchors can be set in one representational system or a combination of them.
- Here is a general rule regarding the above:

The more senses you use when you set your anchor, the more it might rise to the level of consciousness in your perspective buyer.

- If you want to set anchors covertly, use one of the representational systems that your prospect is not accessing at the moment. For example, if your prospect is processing visually (perhaps looking up, making pictures, blinking rapidly etc.) then changing your voice tone or clicking the table, or touching the person might not be consciously perceived.
- For all practical purposes, the best advice I can give you is to -- **hide in the open.**
- I used to concern myself with trying to covertly anchor all the time. I learned that if you are covert enough, you have no impact. And since nobody really knows what you're doing anyway, (unless they're close friends or family) you're better off not trying to be so covert and focus on being effective.
- That said, I'll show you some super sneaky and extraordinarily powerful ways to use this skill.

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Anchoring – Contd.

- Here are a couple of practical ways you can use this skill.
- Gesture to one side and talk about something irritating and do it in an irritating tone of voice, then gesture to the other side and say, "on the other hand" (lower your tone of voice and make it full and attractive sounding).
- You can also simply use an irritating tone of voice when speaking about what you don't want the person to like and a pleasant tone when speaking about what you do want them to like.
- If talking with a group, you can walk to one side of the platform or stage and elicit an emotion from the audience there. Let's say you choose, "motivated". Then you walk to the other side of the stage and elicit, "go for it". You save the center of the stage for your main teaching. Near the end of your speech, you may want to get the group to take action to set an appointment with you. As you begin to talk about this move to the side of the stage where you elicited motivation. Then move directly to the other side where you have "go for it" anchored and tell them at the break they can go to the back of the room and get an appointment with you.
- There are as many uses for anchoring as you have imagination to come up with them.

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Anchoring – Contd.

You can increase the power and longevity of an anchor by:

1. Anchoring in as many of the rep systems as possible. You have to determine if this is advisable based on your need for covertness.
2. Firing the anchor repeatedly.
3. Anchoring at the peak of the emotional state.
4. Stacking other similar and beneficial emotional states together.

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Super Stealthy Spatial Anchoring

- The steps for Spatial Anchoring are as follows:
 - Elicit the state you want the person to be experiencing.
 - Ask them to look at the picture that represents that state.
 - Ask them to point in space to where it is located.
 - As they point, you point at it as well while asking them if that's where it is.
 - Ask them if you point there (as you point), does it automatically cause them to recall the picture and the feelings. Ask them if it does it every time you do it (while you point again).
 - When you want to use this type of an anchor, tell the person to put that picture or thought here (point) and how do you feel?
 - Use this anchor as you would any other anchor, only this is much more powerful.

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States I like to use with Spatial Anchoring

- ***Buying
- ***Being convinced to do something
- ***Green Light (a compulsion – for that matter, you can use any compulsion)
- ***Red Light
- ***Something that's no longer true for you but used to be) for objections)
- An obsessing thought that led to action
- How do you know inside when you're going to get something?

You can stack several “like minded” emotions onto the same anchor. This is VERY powerful.