

# STEALTH

## Hypnotic Influence



Paul Mascetta

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## Foreword

I will tell you first that the foreword you read in this program will be the same one you see or hear in all of my programs.

It's not because I'm too lazy to create one for every program (well maybe a little).

No seriously, the reason you will see this same message (and I encourage you to read it every time you see it) is because it's the

same message I want to relay every single time we connect.

While the programs I create may be different from one other, my overall strategic goal will always be the same; to get you to think a little differently about the science, art and dynamic of human communication and how it can change your life when done right.

The “when done right” part has to do with both creating an influential mind set and then actually being able to execute what you learn with confidence and precision.

By the way, here's my email address and cell phone number if you need me:

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So let's get to it.

First and foremost I want to say thank you for investing your time, money and energy in this program.

I realize that there are a million other things you could be giving your attention to right now but

instead you're choosing to spend it here with me.

Now I made you a few promises when I first introduced this program to you.

And I intend to do whatever it takes to keep those promises.

How am going to do that?

By incorporating the five elements that (in my opinion) are missing from just about every other product or resource on the market related to what I teach.

Without a clear understanding of these elements, everything you read, listen to or study is essentially done for entertainment purposes at best. At worst, it's time wasted never to be regained.

With a clear understanding of them and their importance, this information will come alive from the book or the speakers and become a part of your identity equipping you with powers and abilities that will seem almost supernatural in terms of human communication.

You will feel completely relaxed and confident in social situations.

You will look forward to meeting new people and figuring out how you can form relationships with them that will serve both of you physically, emotionally, financially, spiritually and mentally.

You will begin to see yourself as a powerful figure capable of commanding complete control over any interaction with another human being but consciously knowing how strong your power is, will instill a sense of responsibility in you to use it with good will to help people rather than manipulate them.

Truth is, you won't have to manipulate them. You won't have to coerce or force them.

They will trust you and listen to you because you are the most credible and influential source of whatever it is that you represent and stand for and because there is an influential, inviting positive energy that surrounds you. They will truly enjoy being in your presence.

You will gain a new sense of predictability in your life and start to realize that everything you desire is within your control. It's

not luck, chance or external factors that create your success; it's you and your ability to effectively connect with others.

You will feel a greater sense of pride and self worth knowing that you can not only use your abilities to positively impact your life but you can do the same for others by helping them see opportunities that are surrounding them more clearly.

You will have a greater understanding of human behavior and what drives it.

You will feel at ease with the fact that you will now have a new thought process that opens the doors to many different ways to utilize the power of positioning and repositioning yourself and your products, services and opinions to that you get a “yes” faster, easier and more often.

So what are these five elements?

They include: **Understandability, Acceptability, Relate-ability, Manageability and Sustainability.**

Now realize first that while I am the person creating the awareness

of these elements, it's going to require a joint effort from the both of us to actually make them come alive and positively serve our relationship.

In other words, they will require contribution from the both of us with respect to our roles in the relationship.

Let me explain.

**Understandability** – The information that I'm sharing with you has to be delivered in a way that is very easy for you to understand. If I gave you a note with the directions to find a

million dollars that was right under your bed that simply said “Hey, take a look under your bed. There’s something waiting for you there” but I wrote it in a language that you couldn’t understand, it wouldn’t serve you. The same applies here and with just about every other piece of information that comes your way. This one is clearly on me and I’m going to use everything I’ve learned about writing and speaking to accomplish this goal.

**Acceptability** – Ok this one is on you. You have to be willing to accept your role as an influential person. This is true in cases

where you already feel you own this role and in cases where this is all brand new to you. The information that I'm going to share with you is time tested and driven by science. It's not magic. The key to making it work is your acceptance of it in your life. Accountability also ties into this on both our ends. You have to be accountable for following through with what you agree to do and I have to be accountable in delivering on what I say I will do for you.

**Relate-ability** – This one requires a little from the both of us. The information has to be relatable to

your personal circumstances and life. If it's not, you will lose interest and move onto something that is more relatable. I will cover this by giving you examples and analogies. You will contribute by always keeping your level of awareness open and using your imagination to think about how you can apply what I teach you to your particular life.

**Manageability** – Again, this one will require work from the both of us. The information needs to be managed effectively meaning you have to feel comfortable and trusting in the fact that you can actually perform the techniques

that you're learning. This is a big one because a lot of times, people read this stuff, are amazed by it but then can't actually use it in real life to get results either because they forget it or they're too scared that they will mess up or get caught. I will solve this problem by giving you step by step action plans to memorize, become comfortable with and execute. You will solve this problem by taking the action that I ask you to take and following the plan exactly as I've laid it out.

**Sustainability** – Again this will be a joint effort. You have to know and feel confident in your ability

to sustain your ability to execute what you learn. That happens by circling back to the first four elements. The better you understand, are able to accept, relate and manage the information, the more sustainable it will become.

You'll realize that it's not going to get old or lose its potency. You'll understand that what you learn is something you can use for the rest of your life because it will become a part of your new identity.

I look forward to unlocking the potential that is already naturally

residing in the both of us so we can in in turn create a long lasting, trusting, equally beneficial relationship.

–Paul Mascetta

## **Introduction**

“What we have here is a failure to communicate”. That’s probably the number one reason why problems occur in every sector of the world: home–life, love, war, jobs, business partnerships. They all circle back to lack of effective communication.

One person or group thinks one way and another sees things completely different and neither can wrap their mind around why the other sees things the way that they do. Or that just maybe they might be the one seeing things the wrong way.

So what is the right way? What is the truth? In reality there's no such thing.

The right way, the truth and even factual data all consist of values that we create in our minds. We (in essence) create our own truths or ideas about what's right and wrong.

How many times have you thought to yourself? “I just can’t understand why that person thinks that way. It just doesn’t make sense. It’s crazy.”

Well chances are that “crazy, illogical, senseless” person is thinking the same about you.

Pay close attention here.

This is where the good majority of people walking this planet make the single biggest mistake in their lives without even realizing it.

This is also the “sticking point” where you separate yourself from them and gain an unparalleled advantage in everything you attempt to do.

By realizing that values, desires, opinions and ideas are nothing more than constructed thoughts in the mind of everyone, you begin to realize that’s there’s really no such thing as changing someone’s mind.

The only thing you can change is how they relate what you have to say, think or offer to the assigned thought values they already have in their minds.

That's really it.

So the moment you can clearly make that distinction, is the moment when you start looking at things from completely different perspective.

Rather than getting frustrated when someone objects or poses a conflicting point of view, you will know that this is just part of the influence process and that there is a method or technique that can be used to address it.

You will begin to take things less personally and realize that

everyone sees things through a different lens and your job is not to change the things they see but rather to change the lens through which they see it.

One of the most effective ways to do this is through covert or stealth conditioning.

Stealth conditioning enables you to utilize the imagined behaviors of a person being strengthened or removed.

This is done through utilizing the power of unconscious communication.

In case you're uncertain of what that is exactly, let me break it down.

1.) Have ever met someone with whom you instantly “clicked”?

2.) Have you ever met someone that just rubbed you wrong way and you couldn't really put your finger on it?

Well in both of these scenarios the power of unconscious communication is alive, well and in control.

Unconscious communication takes place when there is an

exchange of information (both verbal and non-verbal) taking place without us being consciously aware of it.

The subconscious is the part of our mind that is always present and where thought processes occur automatically and are not available to introspection.

Think of it like this. When you go see a movie you look at the screen and listen to what's coming out of speakers.

Those are like your thoughts.

You never see the person in the little room controlling the movie but without him there wouldn't be a movie playing.

You're subconscious mind is like that person in the room that no one ever sees but is very present and in control.

Therefore if you wanted to change the movie being played or the lens through which another person sees things (remember earlier how I said we don't change what people see, we change the lens through which they see it) wouldn't it make more sense to focus on the controller of the movie which is the subconscious?

The greatest Hypnotist of our time (in my opinion) Milton Erickson said that “most of our lives are unconsciously predetermined”.

Now that doesn't mean that our destinies are carved in stone but what it does mean is that our unconscious patterns which include our values and frames of reference are controlling the direction of our lives.

Now sometimes people falsely assume that changing or affecting someone's subconscious is difficult or requires a lot of work but in reality, the subconscious

mind is changing all the time. It happens during trances.

## **Hypnotic Trance**

Let me ask you a few questions.

What did you do this morning from the time you woke up to the time you arrived at work?

When I ask this question, I want to know exactly what you did?

When you woke up, what did you do first? If you brushed your teeth, which toothpaste did you use?

How long did you let the shower water run before you got it? Or did you turn it on when you got in?

When you got into the shower, which body part did you clean first?

What kind of milk did you put into your cereal?

What happened on the way to work?

Who got on the train or bus?

Which blocks did you drive down and when did you turn?

These questions should be pretty easy to answer. After all, this all happened just a few hours ago.

Chances are you either don't remember or you have to think really hard about the answers.

The reason is because you were in trance.

“Hypnotic Trance is like when you're driving somewhere, and when you arrive, you simply have no memory of the path you went through.”

Feeling familiar right? Well, what happened was that your non-conscious mind drove the car while you're conscious mind was doing that inner monologue, thinking about your life, important decisions you had to make and so on. The conscious mind was engaged and the unconscious mind was just driving. The name for the experience is "divided consciousness" or "dissociation." It is a common everyday trance experience that nearly everybody experiences and that simplifies the phenomenon of Hypnotic Trance.

Now for the interesting part: If someone was to prick you with a pin or to pinch you while your unconscious mind was there driving – you wouldn't feel it consciously! Most people around the globe experience these dissociations on a daily basis.

I'm going to make sure you completely understand the trance and dissociation states by providing some extra examples about these phenomenon:

Did you ever read a piece of writing like a blog post and you had to read it again because you couldn't remember what you just

read? Everybody experiences this. Your unconscious mind was trying to read, and it even did so – but your conscious mind was around elsewhere and so the knowledge didn't get captured by your mind's focus.

Now a different case, but very common as well: Remember those times when you are hearing someone talking to you and you are looking at the person nodding your head – but you don't actually hear what they are saying? You couldn't keep up with the chatting simply because your attention wasn't there. Your conscious mind was elsewhere, leaving your

unconscious mind paying attention and nodding instead.

Maybe you were doing the chores and thinking about your life at the same time, so you don't remember the experience clearly. This one is like the driving example: Two conscience streams running at the same time.

One of the best parts is that in some cases, mainly in physical and familiar activities, your unconscious mind actually does a pretty great job automating you. This leaves your conscious mind to other more intellectually demanding projects. When your body is on auto-pilot and your

mind is elsewhere – thank your unconscious mind.

As most activities require significant attention, when most people attempt to do both of them at the same time – things don't usually work out that great and the results are poor. It's actually nearly impossible to maintain two conversations at the same time and it's also an unrealistic odyssey to be “talking to yourself” and listening to other people as well. Well, it doesn't work – and that's that.

**Making sense so far? Good**

**The Power Of Trance**

So, everyday trances are streams of divided consciousness that are a great fit to the purposes of managing pain, reducing symptom effects and doing all kinds of things like riding a horse and thinking stuff up at the same time.

## **The Power Trance & The Flow State**

Now let's take a look at another kind of trance which is experienced daily. It's called the "Flow State" or the "Associated Trance". It can also be called "The Power Trance," because in this state, the most remarkable things

happen and people accomplish great feats.

When you are challenged by something, completely absorbed and entangled by it – or you simply love to partake in that activity – this is when “The Power Trance” occurs. Let’s take a look at an example:

This isn’t the kind of example that will get you encouraged to enter this kind of trance, but remember when you watched that horror movie and got completely terrified even though you knew nothing on that screen was real? Well, you go to bed looking all around you to dark corners and

you are frightened even though you know nothing you fear at that moment is real. You were completely focused, and so reality just “disappeared” around you. You got stuck on the reality of the movie.

You got yourself entangled in what you were doing and what happens outside of that “reality” becomes unimportant. You suddenly lose your grip of reality outside of your desired experience. This is the kind of experience that can prove how easy it is to enter different realities leaving our own. Study all of this before moving on.

Proceeding... have you ever played a game and noticed that everything around you faded? Olympic Swimmers swim like their lives depend on it, and they don't hear the cheers of the crowd or the shouts of the fans – they are completely focused on their performance. There are no distractions, no more factors to weight, just them and their pool. Their mind is on the sport and that's it.

There are countless stories about soldiers in the war-zone that get shot and don't even notice it, continuing their killing spree. They don't think about where to find the next water and food

supply, they don't think about their families, they don't even think about themselves. Their thoughts are all focused on surviving. They are part of that war-zone, and nothing else. They are no longer Mr. John Smith from California, son of Jane Doe – they are just another trooper.

In this type of trance, there are some things happening: At first, the world dissolves around you and you discard your reality to adopt a different one – you become part of the experience. You aren't in the war, you are part of the battle. Secondly, you are completely focused and don't think about what the others are

going to think of you or what the others are feeling and doing.

You're all alone with your reality and you experience the moment with its full power. If it isn't something that will influence your actions, you won't think of it.

This will optimize you for peak performance – this flow state – and so this is a trance type we will go over several times throughout this book. When you're flowing, it could last forever – you couldn't care less.

**The Power Trance (or Flow State) occurs when someone is:**

a) Being challenged but in control of the environment

b) Experiencing a great desire to partake in something

Let's talk about baseball to illustrate the challenge concept and how it affects the occurrence or absence of the flow state (a.k.a. the Power Trance):

If you love baseball and if you want to play a bit, you don't want to face a Major League player. What's the point? You won't even warm up before getting out! The challenge is too great and you get overwhelmed by it. For the flow

state to occur, you have to be challenged, but not overwhelmed.

If instead of a Major League Pitcher, you have to play a 10 year old, well, the challenge is so little you don't even want to bother playing. It won't challenge you at all and you will probably win without even running. Pointless and uninteresting - even though you really like to play baseball! To sum it up, we have been discussing trance-related states, but don't get me wrong - this is not "hypnosis." And guess what? Hypnosis can even occur outside of trance!

Interesting isn't it? Then let's proceed.

## **Optimal Trance Moments and Your Real Biorhythms**

One thing you have to bear in mind is that there are periods when trance is going to be easily achieved and some moments when trance just won't come. So, taking the moments trance is more likely to occur, you also have moments where trance is also easier to induce.

To understand the point I'm trying to make, you have to understand the concept of "biorhythms."

Some years ago these biorhythms became widely popular and there were lots of experts claiming the high points were here and there and the cycles would begin here and end some weeks after that and all kinds of theories that later were disproven. There were no multi-week biorhythms – but this is not to say biorhythms don't exist, because they actually do.

Take the periodic menstrual cycle women have – well, granted it's not precise, it is cyclical.

Almost everyone experiences another kind of daily rhythms called Ultradian Rhythms, which

begin about every hour and a half or two hours and vary from person to person. You “space out” and this can happen to everyone, every day, several times a day. Using these cycles can greatly boost your health, happiness and ultimately change your life!

Ultradian Rhythms are important to hypnosis practitioners because there is a specific time to do some change work. That time is when someone is “spacing out” – and Milton Erickson knew this.

Stealth Hypnosis is best used in these moments of “Spacing Out.”

# What Is Hypnosis

**Hypnosis comes from the root word “hypnos,” which means sleep.**

Sleep doesn't have a thing to do with hypnosis though, but then again “Psychology” means “the study of the soul” and psychology is nothing of the kind.

Simply put, hypnosis is defined as the process that bypasses the critical faculty of our minds.

I wouldn't argue with the people who just submit hypnosis as the ability to access every day trance states – like the dissociated

trances and the associated ones as well.

Some others would just tell you that hypnosis is the mother of the altering states of mind and consciousness field of study – and that creating change in your mind will ultimately create change in your body as well.

That's close enough too.

Hypnosis can create the change you need to pursue your goals or to help you heal – Hypnosis is Influence!

In this book, you'll begin to learn Stealth Hypnosis. With this purpose in mind we can say that hypnosis enables you to bypass

the critical faculty that everyone's mind has – this will be done with the most rapid and effective measures.

What is the meaning of that?

Understand that the critical faculty of mind is the feature that enables you to detect B.S. It gets on the alert and raises red flags when it sees something suspicious.

If you manage to turn off this faculty, well, there is an open door for you to pop in.

This book will allow you to “trigger hypnosis” instead of waiting for it to happen randomly.

## The Next Level

So, let's understand once and for all what trance is all about:

A trance is nothing more than a narrowing state of attention and its symptoms are day dreaming, spacing out, being lost in an erotic experience or worrying about something. Notice that in each of these cases, your attention is focused on something and you're not going to think about anything else around you.

You experience many trances daily. These trances can be of frustration, of annoyance, depression, anxiety and a lot of other unwanted experiences, but all these different trances can be changed through hypnosis or self hypnosis.

Self hypnosis is a real life enhancer, mainly because you take control of the trances you go through hour by hour and day by day, learning how to de-hypnotize yourself to avoid unpleasant trances and how to induce trances you really wish to experience. Take control of your mind.

And what about taking control of the mind of others?

Whoa! Not so fast “champ.” First, I want you to take control of your own mind.

### **Let’s try a little experience:**

Get in a quiet place and clear your mind. Make it blank and imagine all the problems and worries you have. Try to think of them like glassy beads that get smaller and smaller until they are so small you simply can’t hold them anymore, so they fall into silence.

Project yourself into the future, aim to 10 years from now and imagine a specific day that you will live someday... living the life

of your dreams and experiencing all that comes with it.

Try to picture all of the small details, like the facial expressions of the ones around you. Try to visualize what they are wearing and how they see you. Imagine the air temperature and try to smell it... hear everything around you and try to understand what it is that you're hearing. See how people respond to you and relish these moments.

**How did this made you feel inside?**

“Wake up” and bring all that you felt to the present... try to realize

that your future is today and you're partially experiencing it.

## **Again, how does it feel?**

Whenever you feel ready, inhale deeply and exhale slowly to get your focus on the words that I'm about to show you on the next page.

What you just did was using a hypnosis technique that is called "pseudo-orientation in time." You will use this a lot on your way to the mastery of stealth hypnosis.

By imagining a future scene, a future image or event, you are experiencing a common trance known as this "pseudo-orientation in time." Did you see

yourself divorcing or getting married? Did you see the moment you got the next tax rebate or did you see a big sale coming in? Perhaps you were sitting on a porch with your loved one? Whatever you saw, you weren't experiencing that in the past. You were in your future, and if you focus enough on a event on purpose, you're being self-hypnotized.

Try to go out into the future everyday - bring those feelings to the present and try to visualize in detail. Try to envision everything clearly and bring your positive experiences to the present. What's going to happen is that

your unconscious mind will try to force you to pursue those experiences, and you will find a way to make those creations a reality. The unconscious mind is what pursues the goals we have and it is pretty good at finding a way to make these visions real – so take caution when you are doing negative thinking.

## **You just had your first self-hypnosis lesson.**

Dramatic life changes can be made just by doing this simple “into the future” exercise. Why’s that? Well, simply because the unconscious mind will get these pictures as virtually real

experiences, and so it begins to seek the path that will lead to making those experiences 100% true. This isn't as magic as taking a white bunny out of a top hat, but it is pretty close.

Try to picture yourself with the full might of hypnosis on your side, free for you to use in your everyday life. What are your options and how are you going to act? What are you going to do? Would you change others or even yourself?

Don't underestimate this huge power. Hypnosis has the power to improve your health, happiness, intelligence and income without

any other help than...well...  
hypnosis!

## **The Blueprint of Mind and Brain**

You must have heard that popular over-generalization that tells you the brain is divided into two different parts - the thinking cortex and the emotional limbic system. This is a generalization though, and it's not perfectly true, but let's follow my argument here.

The cortex helps us rationalize when we face emotional circumstances and keeps us from

harming others when we get mad and from making bad decisions when the emotional part of the brain would push us to it.

The limbic system, however, plays a vital role in all kinds of psychosomatic illnesses – negative emotions must be discharged or they will “infect” our minds. Hypnosis will help us recycle these thoughts.

The “fight or flight” response lies within the emotional and irrational part of us – the limbic system harbors it. What we want to do is cut off this part of our brain to make only the most vital of decisions.

When a dog is after you, you have to thank the limbic system because it's this system that makes you run faster and that recognizes dangers. When a bush wiggles in the wild, the limbic system makes you wonder what's behind the bush and if it is a dangerous animal that can harm you – this makes you act swiftly if you need to. Of course, this is vital for your survival, but it can cause all kinds of trouble.

It's the limbic system's fault that we develop phobias from the incorrect association of a trigger to a fear response.

Claustrophobia is an example (the fear of being in closed spaces).

Imagine if you are being a bad boy and your mom places you in a closed bathroom as punishment. You are now going to associate all those bad feelings of pain and sadness with being closed and... the phobia is created.

When we're talking about things that you are constantly aware of, we're talking about the conscious mind, and when we talk about everything you have stored in your memory or that you're doing but not aware of it - this is the unconscious mind.

All of the emotions you aren't experiencing now are part of your unconscious mind, as well as the

experiences and memories you're not doing or thinking about.

Let's look at the example we have here: You're reading this. As you are reading this, you are aware of these words and you're sitting down – you know about it. You also hear the sounds around you, and now that I mentioned that you're thinking about all of these variables – this is where your conscious mind's attention is at the moment.

When we focus on something, we lose focus on all other things that are happening all around us. You cannot focus on something while keeping the other variables with

the same focus intensity, correct? By making these changes, we are changing our conscious awareness.

Do you know how many bits of information our conscious mind can hang on too at any moment in time? Seven! Seven bits of information – this isn't more than a phone number, and if you want to get something else on your awareness radar you have to forget about that phone number. Well, heck, let's try this now so I can prove my point – my phone number is 646-306-7997. And I repeat: 646-306-7997.

Ok, now listen to all the sounds around you and think about how you feel inside. Now proceed to look at your surroundings. I can now say that you could only remember my number if you rehearsed it or applied some kind of mnemonic technique to it. That's called "coding," and a common example of it is saying the same number over and over again. Mainly, people just write them down on their organizer or something.

Well, you won't remember the numbers; numbers are one of the hardest things to remember.

**What was my number again?**

Ok, now I know you understand what I talk about when I say the term “conscious mind” and that the thing it describes changes from moment to moment based on your current awareness.

The conscious mind differs a lot from the unconscious mind. Let’s take a look and verify these differences.

The great deposit in which every piece of information that is experienced or learned is dropped in the unconscious mind. Granted that many pieces of information are hard to come by and remember though.

College: is that only a word for you or did you attend it?

If you did, can you quickly give me four names belonging to any professor you had during your degree? Don't feel bad if you can't because most people past 30 cannot even name two.

Impressing isn't it?

Another challenge: A big slice of the population over twenty five cannot name all their teachers from elementary school. Can you do it? Then who was your teacher in the first grade? What about your second grade teacher, what was the name? What's the first and last name of your third grade

teacher? Remember the fourth grade one? What about the fifth? Sixth anyone?

Don't worry about it if you can't remember the names, most people don't remember them either. What's shocking about this is that you spent every day with them during a whole year and you probably met them after that every once in a while on the halls or maybe on the street. Kind of amazing how you can't remember isn't it?

Almost everything is defined now, except:

**Stealth**

Well, it means covered or hidden, maybe stealth or secret. It has nothing to do with “evil” or “good.” Stealth Hypnosis isn’t “evil” hypnosis... it’s simply invisible.

Bypassing the critical faculty of the mind via hidden means, or secretly, that’s what stealth hypnosis is all about!

What stealth hypnosis does is: it takes predictable responses and reverse engineers them and all the reactions to minimal stimulus/factors so you can cause any reaction you want with any individual.

Stealth Hypnosis is full power, but it isn't raw power – it's the kind of power you have to harness... you have to study and practice it to be able to effectively wield it.

## **The Unconscious Entrance**

So, you have some basic notions now of how consciousness is separated from unconsciousness and how this division is vital for trance, but that's just trance!

There's one more question that you have to address to use Stealth Hypnosis.

The question is: Does divided question mean that you are two people?

If two different personalities are present in one person, doesn't that make them two different persons? It's a funny thing to think about isn't it?

Each of the personalities – both the conscious one and the unconscious variant – correlate to a person's behavior, but they don't correlate to each other! What does this mean?

Let me rephrase that to you: You are indeed two “different people” or maybe you just have what you can call two egos.

This is just what they are, name them what you want, but it's

funny to think about the implications isn't it?

They are what they “do” but they're also what they “think.” The overlap between them is just not as big as they, or you, for that matter, would like.

## **A Well Kept Secret: The Key to Stealth Hypnosis**

Let me lay down the core concept on the table right from the start:

People are always questing to make sense! Being to them or to the world around them, it doesn't matter. All people build a story (or a narrative) that makes sense.

Smokers usually rationalize by saying: “Well, even non-smokers can develop lung cancer.”

Humans just have the need to rationalize built in them.

Rationales and explanations put the inconsistencies of their behaviors behind.

Let’s face it, without rationalization you and everyone, we’d just go nuts! Let me make it clear that this is important – if you stopped reading now and truly understood the core concept, you’d have enough to develop something right next to stealth hypnosis itself.

Want to hear a question that has no real answer? The question is – What were you thinking?

Well, they just acted! They weren't thinking, there was no thought and so there was no consideration whatsoever.

It simply comes down to this: A stimulus occurred and the unconscious reacted to it, which triggered a behavior – so the result wasn't the best and maybe it was even totally awkward.

So, don't be surprised if you get no answer when you go berserk and ask this question – it doesn't have an answer!

Well, most of the time, if they could answer with what really happened they would say something like: “Ah, sorry, I was thinking about something totally unrelated and my actions were so unconscious that I had no control over what I was doing at the time”.

It’s a really bad excuse isn’t it? But it’s probably the truth and how humans function.

Why do people get in conflicts so often? How is it that sometimes it’s so hard to decide on stuff? Why can’t people make up their mind or get out of the “maybe” sector?

It's because there are two egos or persons or whatever, but there... are...two!

## **Memory Distortion**

Distorted memories make understanding yourself and others way more difficult.

Your brain isn't like one of those high tech video recorders that gets a perfect film – it's more like a repository where interpretations get stored, restored, re-interpreted and in fact, false memories are so mainstream that almost every conversation includes references to facts that never happened!

One of the things you are going to do with Stealth Hypnosis is install false memories!

You can use this for evil, obviously, but I highly entice you to use it only for good - and there's a reason why you should do it with good intentions only, which I will disclose later in this book.

If you get a coffee dip cone, the first dip is the experience and your memory will get coded. If you ask the server to dip it again in the coffee, that's the same as reviewing your memory.

The memory's content and interpretation is changed when you review that memory.

**Now for an important point:**

If you can recognize that memory is suspect and that we have a dual natured personality, you can now understand that most of the arguments between couples, friends and so on, result from memory differences between them – they lived the same experiences, but they remember them differently.

Congrats! You now have an epic control in every relationship you are in.

It's very common to hear that people should be responsible for the things they do or say, but now you actually know that you have to ask: "Which you is responsible?"

Answer this question and understand the need to ask, and you now have much more intel about the person's self(s) than they will ever have.

Summing up, there are two parts of the "human." They are the conscious mind, or the part that requires thought and consideration, that rules attention and that engages in conversation, and the unconscious mind, which

is built of every memory you have, their interpretations, the reactions and so on...

If you “grab” your Unconscious Mind and fragment it down – by bits and pieces – you’ll learn much more about it. Let’s proceed.

## **The Unconscious Mind’s 5 Pieces:**

**Let’s look at the five pieces, or parts, that form the unconscious mind and that rule your behavior:**

**1: How people build themselves and others**

**2: The social world’s expectations**

3: The goals and values

4: The emotions

5: The self regulatory plans

People don't have access to these elements of the unconscious, and this is interesting, so the result is that they are very bad at knowing what their unconscious mind is all about, who it is and what it will cause them to do in certain situations.

There are some recent studies that show that there's a lot of predictability in the way you respond to others. Let's say that you're fond of your brother – you will then be much more likely to

like people who behave similarly as your brother.

This happens because the human being is a Recognition Creature and we tend to react in similar ways to similar things – we react the same way as we would react to things that look, feel or sound the same.

When you see something wiggling on the floor, you don't stop and think that it's a snake; you instantly “know” that what's slithering there it's a snake. Even if it is just a piece of fabric or plastic, your brain grabbed the similar pattern and screamed “snake.”

If you were a snake hunter and you had a gun on your hand, you would shoot the snake only to find out it was plastic, and you probably would start thinking: “What the hell was I thinking?”

Well, plain and simple – you weren’t thinking.

**I’ll even say that you reacted in a very predictable way.**

All this predictability is another crucial point of the Stealth Hypnosis Code.

But do you have any idea of what you or virtually anyone would do in a certain event?

Once you get a grasp of the 2 to 4 drivers ahead of your Brain Bus, it's really relatively simple to predict the way you'll behave. Find out what the drivers on someone else's Brain Bus are, and you can be sure to predict their behavior too. Sounds simple? Let's continue then.

The most vital point of Stealth Hypnosis is probably the understanding of what a person will do in most situations. You see, the unconscious self is a lot easier to predict than what you must think by this point - once, of course, you know the drivers.

Find out their dominant need, find out all the desires it shapes and you will be able to change their actions and cause them to behave in a specific way.

If you don't know what the other person thinks is true and perceives as reality, you can't change their behavior. If you know what someone's thinking, you can act as a mind reader, and believe me – that's an impressive feat.

Get a person to think you're special or have a special insight on them, and they place you next to a deity. And that's because there aren't many people out

there with the ability to probe these drivers and personality desires.

Be attentive, ask the right questions and you'll capture every bit of information you'll need.

Until you get to know these "Brain Bus Drivers," sometimes you read people and sometimes you don't. Win some and lose some – it's a bit random, based on your innate ability of course.

Who are you? Who are they? Grant yourself the ability to learn how people are and what they think. Understand yourself and you're halfway to understanding others.

**Before knowing the desires of others, you need to know your own!**

When you know what drives you, think about one of your best friends, or someone close like a family member and do the same thing for them – try to find what need drives them!

**Well, how do you get to know your unconscious self?**

Simply watch the drivers in action throughout your life and try to notice when they get triggered to pursue something or to defend you. Learn about the driver that moves you and understand yourself and others.

You have to begin to pay attention to your actions in light of the things you discover about yourself.

Get to know what your impulses are in any situation and you become self-conscious about who you are.

Even that is something you have to be suspicious about, because you don't see yourself as clearly as you see others.

Some studies show that you are more likely to predict others' actions than to predict your own. You see yourself in much better light than you see your fellow man and that clouds your

judgment. So, you have a much clearer line of sine to evaluate others.

A good example of people who face other people who lack self-knowledge every day are Real Estate Agents.

They hear their customers speaking about their dream houses and they witness as those same customers end up buying houses that are nothing like described. This just shows how you may be wrong about yourself.

**How many times did you behave in a manner that you have no idea why you did it?**

Think about this before proceeding!

## **Arousal & Danger**

You're going to love this study:

A hugely attractive woman approached men on a dangerous footbridge and started a conversation. Sixty five percent of the men on the footbridge asked the girl for a date.

Now, the same woman approached different men, but now they were sitting in a quiet bench – the result was that only thirty percent of the men asked the woman on a date.

## **Why did this happen?**

Well, arousal was wrongly given to the woman, because the anxiety feelings were actually given by the bridge.

So you see, understanding why things happen is just as important as understanding the actions themselves.

A popular problem is that people want to cut corners and drive people's behaviors without understanding them first. The result is: They Fail!

We don't have the skills to decode the "reasons why" we do all sorts of things, and observing it only helps us to some degree. We need

to find reasons to justify behaviors because we need the world to make sense, so we make that up, even if it isn't accurate.

That's not enough for you now of course.

You need to face those extremely difficult decisions life brings to your table: Buying a new house, getting divorced and all those vital choices.

## **To Think or Not to Think**

If you can't decide, then you are certainly not persuasive to others. This is a fact.

How can you know if your decision skills are ready to take the next Quantum Leap?

The Golden Rule: Is your net worth enough to get you and your family going through 5 years if you quit your day job tomorrow? And why did I point out a financial yardstick?

Well, your financial info is probably a good evaluation of how much self-control you have. Let's see, some other questions I can make to evaluate your self-discipline and self-control:

Do you have a credit rating over 700?

Are you dependent on credit cards?

Can you maintain a workout routine for more than 1 month?

Stealth Hypnosis to control yourself begins by being aware of the drivers and the way they shape how you are and how do you perceive others.

Where does this self-control thing fit into self persuasion?

There is enough research data to conclude that an individual has a better shot at making the right decision after analyzing the problem once, rather than for days, weeks and months.

**Bottom line is: Once you have the info, crunch it! Make a decision.**

If you write down all the reasons for and against an idea, all the pros and cons, you have a worse chance of making the right decision than if you just gather the data, think and decide. So, the golden rule above is proven once again.

Having read this, aren't you disappointed with your poor decision making skills?

What do you need to know in order to meet with your true self?

Let me go back to a concept I introduced to you in the

beginning of this book and state that going to the future to imagine certain events and experiences that might take place is one of the best ways to trigger changes. Research points out that we can't predict how we feel in the future, but we can get a leg up by predicting future situations that please us, and we will decide by the course of action that will lead us to those situations.

Keeping a journal is popular as a way to determine insight about ourselves, and this is partially true, because we don't journal right after traumatic experiences – this would taint the story and change the memory.

The best way to journal is consistently and describing all the events, keeping in mind that negative emotions happen to everyone every day and that's not really a bad thing if you get those states to improve your quality of life.

People who engage in the re-thinking of negative emotions suffered in the past end up predicting far more negative futures than those who didn't record their negative emotions. By remembering you're actually re-writing it too, without those other experiences you also had during that same period of time.

# **Stealth Hypnotic Influence: The Intro**

The title above conjures up images of secretive and clandestine deeds, and perhaps it should. Well, my first target in this book is to get you to use stealth hypnosis in various settings like in dating, relationships, corporate, selling and so on.

**Stealth Hypnosis needs a certain degree of implied and actual control.**

As we reach this point, it's probably best to lay down my plan for the rest of the book.

But first let's define hypnosis as a narrowing focus of attention and a complete association, or in opposition: dissociation.

If we get someone to dissociate themselves from their current state of mind, we can maneuver their thoughts into a different state. If someone is speaking from a dysfunctional point of view, well, I may choose to stealthily change his thought stream toward more desirable outcomes.

If someone is telling me “Oh sorry I can’t talk now, I’m so busy,” I can stealthily divert their attention to what’s important instead of what’s busy.

Golden Rule: Meet them on their terms and focus on the small details you want them to focus on.

The definition of hypnosis I used earlier – bypassing the critical factor of the mind – was made by Dave Elman. It’s a great definition, but it’s a bit ambiguous.

Let’s approach this definition on a more 21<sup>st</sup> century approach:

Hypnosis consists in communicating with the mind of someone in a way that the mind's owner questions the message less than they would normally- thus using less critical thought. It sounds way more precise, even though it means the same.

You'll learn, throughout this book, how to make people focus on certain things in a stealthy way, so they won't know you're using stealth hypnosis - well, that's pretty much why the word stealth is there in the first place. It's a secret! It bypasses the critical factor of the mind with the process hidden from the "victim."

Let me explain this from a social perspective: Stealth Hypnosis happens when someone sends a message to another and the recipient gets it without questioning or critically thinking about it. That's how Stealth Hypnosis is accomplished.

**It involves both state management and state manipulation.**

Now, the state of mind of the average individual at this moment might be depressed or not. It can be joyous, scholarly, happy, sexy, sad and so many others. It can be productive or not, it can be volatile or not, but the truth is

that when you use stealth hypnosis you are going to change the state of mind from one state to another state. You will apply change.

The whole purpose of using this kind of hypnosis is to get a group of people, or an individual, to unconsciously change their behaviors, actions and beliefs in some way.

If the person who you're using Stealth Hypnosis on has all the resources that enable for a new behavior, well then the hard part is done – you just have to utilize them to make change. If they don't have the useful resources in

their history, which happens most of the time, you'll have to help them create these directions and resources yourself to enable change; and therefore, you'll lead them to the new behavior.

In Stealth Hypnosis, we are intentionally manipulating the ego states of the other person, or group. We have full power over the state of mind, so we can intensify it, relax it, redirect its energies or even get that state of mind re-wired. And this is just the beginning. A special word of caution: The volatile self isn't easy to disengage. And it gets even harder to disengage the

more intense the state is, so keep this in mind.

Getting to shift and maintain a specific ego state within a group or individual person is one of the many things Stealth Hypnosis includes.

There's something we have to go over now before we continue on this wild ride, and that's summing up what Stealth Hypnosis is and what Stealth Hypnosis isn't!

So, let's start by seeing some Stealth Hypnosis examples.

Let's say that a hypnotist asks a patient to imagine his future clearly without any formal trance induction. Then, the client starts

to imagine without saying “But I can’t do it.” This means his critical faculty was bypassed. This was Stealth Hypnosis. Remember, he didn’t have the formal trance introduction.

A woman asks a man on a date and he says “Yes!”

A mother telling her children to stay clear of the grass without them questioning “why?” – the question would show the critical faculty’s activity.

An advertisement that you hear or read without questioning the claims.

The Pope delivers a message and you hear it without questioning

its content – another example of Stealth Hypnosis.

The Salesman that sells a product to someone without them questioning the message he is delivering.

These are all events and experiences that meet the criteria of Stealth Hypnosis.

**Stealth Hypnosis eliminates or reduces resistance. Let's consider a few demonstrations:**

If a person tells you that you will go to jail if you don't pay your taxes, then you may not even like that guy and may not even be in rapport with him, but you will

probably believe him and get a little sense of fear. That is nothing more than trance, and that person used Stealth Hypnosis super effectively on you to get you to feel fear. The fear isn't a reaction to that guy who just spoke to you; it's in the future – the possibility to get arrested. Your resistance has now dropped. If a guy you don't like at all asks you to picture in your mind what it would be like to die a slow and painful, agonizing death caused by lung cancer provoked by cigarettes and you start imagining it, you don't like him and you think he would have no influence over you, yet you followed his

suggestions without asking.  
That's Stealth Hypnosis being  
successfully used.

So, you see, belief and trust are  
critical factors in hypnosis. Liking  
someone and successfully  
creating rapport with that person  
creates trust and belief, and  
granted that they may not always  
be correlated, most of the time  
they are.

Let's always keep in mind that  
you don't have to actually like  
someone in order to be Stealthily  
Hypnotized by them.

Imagine someone pointing a gun  
right at your face. Your state of  
mind instantly shifts right? Unless

you are a highly trained warrior, fear takes over you and you instantly focus on the gun and fear, excluding all the other stimuli. You certainly don't love the person pointing the gun at you, but you go into trance anyway.

The issue that that this trance as induced through force which while possible, isn't a good thing.

With that in mind, I'll reinforce the fact that empathy, liking, and affinity are vital factors in many forms of Stealth Hypnosis.

## **Changing The “Lens” Or The Perception Through Suggestion**

So, by now you know that when you change the mind of someone without them realizing, you're performing stealth hypnosis.

But what's the foundation of stealth hypnosis? Well, for starters, dozens of its elements have something to do with suggestibility.

As you read this book, you'll see many of these elements and you'll discover what the things that change people's minds are and what's important. For example, if you use a script while trying to use stealth hypnosis – you're going to have a bad time. If you

instead use the right words at the right time, you touched the spot and your words have the power to change entire lives!

The power of suggestion can change your perception and thus it can easily create false memories.

One of the best memory researchers, whose name is Elizabeth Loftus, performed an amazing experiment. She showed a video to a bunch of people – the video pictured a car accident. When the video ended, she asked the group: “How fast was the white sports car traveling when it

passed the barn on the country road?”

Some days later, the group’s members were puzzled about this film: 17% said that they saw a barn for sure, even though the video had no buildings!

In a related experiment, some individuals saw a collision between a bike and a car, which was being drove by a brunette. After the movie ended, they were sprayed with questions about the “blond” girl that was driving. They remembered the blond easily, and they could hardly believe that she was a brunette when the video repeated!

What did this famed researcher conclude? That hints that are leaked by other humans over-ride our personal experiments.

Loftus did many other experiments, like the popular pedestrian-auto accident. The groups were also shown a slide of a red Datsun at a yellow yield sign. The group was then inquired about the other car that passed the Datsun while it was stopped at the yield sign. The biased recall group was asked the same question, but with a stop sign instead of a yield sign. Most of the group remembered the stop sign! The hints that were leaked totally overruled their memory.

So, as this chapter title says:  
Suggestion changes perception!

Beware of false memories and  
beware of suggestions – they are  
even more powerful if suggested  
by an authority figure.

**One of your goals with stealth  
hypnosis is to implant images  
on others' mind that aim at the  
behavior you want to change.**

The person's brain, or the group's  
brain, will begin to remember and  
see just what you tell it to if you  
meet the fundamental pillars of  
Stealth Hypnosis. Forget about  
those movies that show a grey  
man saying, "The pain has  
gone.... How do you feel?" –

Those scripts are useless. Stealth Hypnosis isn't useless though, quite the contrary, the person will start to feel less pain. Stealth Hypnosis is so powerful that once the fundamental power structure is in place, change will take place and stealth hypnosis will be effective and efficient.

When you feel that resistance is inevitable, you have to create a distraction: that will bring down the red flags and create easily persuaded minds.

Two researchers, named Maccoby and Festinger, conducted an experiment in which they would deliberately show a video that

presented arguments against college fraternities.

What did they do? They presented the film to a group of students and presented the same film to another group, but this time they distracted them with a hilarious silent film at the same time. The argument in the film was heavy, and it wasn't well received, but that was the point anyway.

The group that wasn't distracted refuted the film a lot more than the group that was distracted. The distracted group even changed their outlook on fraternities a little.

So you see, Stealth Hypnosis will allow you to paint the picture you want on the canvas of another person's mind.

**The distracted mind is easier to manipulate and create change in than the undistracted mind.**

Resistance is something that is inherent to the humans, so you must not only expect it, but anticipate it too.

If your fellow man's ego state is not aligned with your message, resistance will occur, so you must direct people to the right images yourself!

What about when resistance is unlikely? Well then, affirm present beliefs.

Countless research points out that people are open to information and attitudes that agree with their point of view – and you experience it in your everyday life. People always formulate arguments against opinions that go against their own, and if they affirm their opinion, it won't change easily even if you present them with evidence of why they are wrong. So, make sure you don't allow them to say something you want to change later on, or you'll be in trouble.

If a person doesn't believe something to be true and you say it is, well, resistance will occur for sure. If it creates any kind of fear – it will also create resistance.

Golden Rule: The opposite is true as well, if someone agrees with your point of view. Then, resistance is unlikely to occur, so take advantage of this and affirm their belief with your full power.

### **When Egos Battle for the Mind**

What can you do when the other person's ego states are battling each other for the person's mind? Well, put ambiguity into use.

Ambiguity is a powerful tool because it allows you to accept

both egos and their points. By validating the two egos, you validate the whole person and not just a part of it.

“Ambiguity is the carrier of conflicting feelings” -Barton

When a client is in the hypnotist's room, part of him wants to go into trance and the other part doesn't. How do you solve this by using ambiguity? Pretty simple, just say something along the lines of “Please don't go into trance until you close your eyes.”

There, both egos are satisfied and trance is experienced. The suggestion, as it's a tad confusing, mixes a bit of

distraction into the occasion. Keep in mind that in some cases, indirect suggestion will help you induce trance or create direction. If you allow the unconscious to choose, you'll take off the added pressure of the proposal. You may do this by saying, "You may or not find yourself wanting to be more punctual in your everyday life."

The Golden Rule: It's vital to build rapport in an ambiguous way when you're dealing with someone who has polar ego states operating in real time. This ensures that all the ego states are accepted and thus comfortable,

improving the complicity with the hypnotist.

## **Reframing**

In this section, I'll challenge you. I want you to read the following scenario, and as you read, write down the answers before continuing. (This is a Reframing Game from Kahneman & Tversky).

Try to picture ourselves preparing for an outbreak of a fatal disease that will kill six hundred people. Some distinct programs were proposed and they have different results, so assume the results are as follows:

**If Program number 1 is adopted:** 200 people will be saved;

**If Program number 2 is adopted:** There's one third probability that all people will be saved and a two third probability that everybody will die;

**If Program number 3 is adopted:** 400 people won't be saved

**If Program number 4 is adopted:** There's one third probability that everyone will be saved and a two third probability that 600 people will die.

**Write down your choice before you move on!**

The researchers found out that seventy two percent of the experiment subjects chose “Program number 1” over “Program number 2,” which they thought was too risky. But surprise – the results were totally the opposite when it came down to picking between “Program number 3” and “Program number 4.” Seventy-eight percent chose the risky option here, which is not logical at all because 1 equals 3 and 2 equals 4.

What happened? What motivated them to change their choices?

The thing is, and note this down, as it is one of the key factors of

Stealth Hypnosis, most of the people will do far more to avoid losses than to get something they don't have. The fear we get about losing is way bigger than the motivation to gain.

Do you still need more proof? (of course you answered yes, that's the logical response.)

Let's continue then.

## **The Fear of Loss**

Those Princeton researchers also looked toward another interesting situation. They got a group of students to picture their arrival at a theater, only to find out they

lost their tickets. Would they pay ten bucks just to buy another ticket?

The other group was asked to picture the same situation, except that they didn't purchase a ticket in the first place, but lost ten bucks instead. Would they still buy a ticket? The vast majority of the people who lost the \$10 would buy the ticket, but less than half of the students who lost the ticket would buy another ticket, even if the value of the ticket was the same \$10.

### **What does this tell us?**

This tells us that when buying or making purchase decisions,

people don't reason logically. Logic tells you that people want the best product – but well, they don't. Logic points out that people want to be given the most choices as possible to make an informed choice and choose the logical way – This isn't even close to the truth.

Is free choice even something people want?

The answer may lie in research done in Stanford where specialists went down to a store to set up tasting booths. On a table they had 24 different jams that people could taste, and in the other booth, they only placed 6

different jars of jam. Only forty percent of the people tasted a jam on the “6 choices” booth, while sixty percent tasted jams at the “24 choices” booth. So far so good, things look good for the free choice variable.

### **Now for the interesting part.**

Thirty percent of all people on the “6 choices” booth purchased a jam, while a tiny 3% of people tasting at the “24 choices” booth bought one. This means a lot! A larger number of options creates cognitive dissonance – let’s go through this cognitive phenomenon now.

This so-called “Cognitive Dissonance” happens when you have more than one belief or idea and can’t decide between them, it makes you feel completely overwhelmed. People love the freedom of being given different choices, but if they get too many, they’ll stop dead in their tracks and do nothing.

Did you ever go into a casino? If you have, you know everyone is going crazy trying to decide on which color or horse they should bet on. Then, they decide, and when things go the wrong way they always say something along the lines of “I knew it! I just knew it! I should have listened to myself

and stayed with my previous choice.”

This is really similar to a woman buying a dress. You know the drill; they get the black, they see the blue, they see the red and they can't decide, they freeze and well, they eventually pick one and buy it. When they dress in it for the first time, they feel better inside and they feel relief!

When people get overwhelmed by different choices, they paralyze and freeze, they do nothing and procrastinate like crazy!

If you tell someone “Please choose one of these 100 colors,” there is a huge chance that they

will freeze. Imagine getting in that situation. Would you not freeze too? Humans aren't used to deciding between so many options, and if you say "Pick one of these 4 colors," they will feel much more in control and decide easily.

The inherent internal desire we have to be directed instead of given free choice is devastating.

## **The Stealth Hypnosis Backbone Key**

Unleash two 4-year-old kids on a park full of toys and you'll notice they will often fight for the same toy, because when one decides,

the other goes there wanting it too. Read this and understand it!

Whatever the context is, the previous sentence is true.

Marketing? Selling? Leading?

Managing? Yes! It's always true!

You want the toy the other kids have because it has an owner already and that represents you having power!

The 7 Distinctions of Reframing:

**Distinction #1:** People want direction; give them that in a way that wires to their unconscious drives.

**Distinction #2:** People want to believe they are the ones in control, so they instantly feel

better when they realize (or perceive) they are.

**Distinction #3:** People want to be helped, so you have to narrow down options and choices so you can resolve their cognitive dissonance quickly and efficiently.

**Distinction #4:** Think with me – Business and “Life Profits” will not increase with more choices. New cars don’t have 64 color choices, but only a handful.

**Distinction #5:** The Pareto Principle tells you that everything that happens comes from 20% of the options or participants, so use it to design the very least number of options your clients need.

**Distinction #6:** Too many choices means that people will freeze on the spot – be prepared to direct people to the best choice for them.

**Distinction #7:** Never think in the short-term. People need you for guidance and they'll remember results. Long-term thinking is vital.

I'm sharing some detailed examples of reframing in some hard therapeutic situations and giving you one example from the hard world of selling.

Why are therapy situations the best examples for reframing?  
Well, because resistance is always

happening there and therapy has higher indexes of resistance than dating and sales situations.

Surprised? I would be too – but it's true, and by far.

So, reframing is a crucial aptitude in subtle influence, and it's an ethical minefield because even though it can bring someone to safety, saving them from danger – it can do the opposite, too.

Now, when most people think about the concept of reframing, they imagine something along the lines of someone asking “Do you see how that problem was really helpful for your life?” or “Aren't you thankful you had that

experience to help people with the same problem as you had?”

Well, forget about it, these are not reframes, but rather some things parents tell their sad children – and they don’t work either.

A reframe is something that helps the other person to see something in a different light and it doesn’t create resistance, because the one creating the different reality is the one asking the questions, and it’s the person who builds the reframe by answering them. Sneaky right? Well, that’s the Stealth part.

## **Stealth Conditioning Formula – The Seven Steps**

**First:** Identify a target behavior people no longer want to have – Anxiety, Panic, Swearing and so on – or alternatively, some behavior that you don't want the person to experience.

**Second:** Make the person see what keeping the behavior will result in.

**Third:** Get the person to identify a behavior they would prefer.

**Fourth:** Clearly lay out the new behavior's consequences.

**Fifth:** Is that the behavior they really want to experience? You have to be certain, because they

sometimes tell you just what you want to hear!

**Sixth:** Is the behavior good for both the person and the surrounding environment? Study this.

**Seventh:** Never judge what you perceive to be inappropriate and never tell them they are wrong.

## **Invisible Control**

The vast majority of the people are impotent against influence because they don't have compelling reasons and goals to take advantage of their knowledge. They also don't

understand how others think or how to get themselves encouraged so they can act on knowledge.

Where will you differ? What are pros and reasons you have to become a Stealth Hypnosis guru?

Why? Don't underestimate this question – it's vital in everything you do or want to do.

If you manage to find the big why, the girl will actually go on a date with you. If you find the “why” your client looks for, he will need your products or services and ultimately you'll become wealthy. Bottom line is: Find the big why and win big time!

Know and identify what motivates someone on the inside, so you can influence, and when you identify what motivates “YOU”, you will be able to change your own behavior.

## **How to Become a Compliance Expert?**

Some recent studies demonstrated that a waitress that touches a client while giving him the bill is more likely to get a tip than one who doesn't. This is a mind access point or MAP. The waitress is pulling the strings to get a larger tip and she knows, consciously or even unconsciously, that this grants

her better rewards. So, Stealth Hypnosis for waitresses?

There are literally hundreds, if not thousands of different mind access points installed on our minds and in the minds of your clients. Knowing what buttons to push and when to pull strings is something that will determine how many sales you get, the amount of orders and contacts, and virtually anything in your life.

Strohmetz, a researcher from the Monmouth University, led a team of researchers on a study to see if giving customers chocolate would result in an increase of tips. They went to a known restaurant, and

the servers would sometimes bring only the check. Other times they would give a piece of chocolate to everyone at the table before the check, and at the end tips added up in favor of the patrons who got the chocolate. They tipped roughly 18% of the bill, and the ones that didn't get the chocolate tipped only 15%. Not bad at all. They then tried to do the same thing, but this time they gave some of the clients two pieces of candy, and in some cases, they gave one, then turned back and gave another one "just because they were such nice people".

Now, get a look at the results:

19% for the “No Candy” Patrons  
20% for the “One Piece” Patrons  
22% for the “Two Pieces” Patrons  
23% for the “1+1 Pieces” Patrons

After this experiment, replicas were made in several different cities that confirmed the results and even added more dramatics to the numbers.

How does it work? Why does it work? What’s the drill?

Well, quite simply, when people feel they were given generosity they also feel the need to pay it back! What’s the lesson here? Do something nice before asking the big question. Do nice, nice, nice!

## **Compliment Customers:**

Another researcher, John Seiter, made yet another study on a real-life restaurant.

The waiters in this study would treat customers exactly the same, except a little bit before their order, where they would either compliment them on their choice or they wouldn't. This research was only for paired patrons, like couples, and the compliments were something along the lines of saying, "You made a good choice" and "You did it too..."

As with the previous research, the results were measured by tips in percentage and the clients who

received a compliment had a 19% tip average while the ones who weren't so lucky as to get complimented registered only a 16% tip average. See? The power a compliment has? And it only takes about 2 seconds.

Even though the money you get by applying these measures is not enough for these waiters to retire, still it's some money, with not an extra ounce of work.

**What's the lesson you have to take out of this?**

Shooting a compliment on a decision issue will go a long way, as the person will feel assured they did the right thing. You can

ask the big question any time now. Complement decisions and their unconscious mind will tell them that they make good decisions around you.

## **The Hypnotic Communicator**

### **Captivate Audiences via Storytelling**

Stories are a great way to make the person who you're talking to experience something as if they were there or to live an experience your listener had, like if you experienced it yourself.

They captivate and they can also get the listener to quiet down –

keep in mind that when storytelling you almost always should have a purpose.

Make sure you know what intentions you have or what you want the other person to feel after hearing this amazing story.

Overall, you should ask yourself “What is my purpose with this narrative?”

So you have to think to yourself “I am telling John Smith this because I want him to (insert motive here).” And then you make sure the whole story makes John Smith move in that direction.

If everyone thought about why they should tell their stories, truth

would be that people would tell fewer stories. Keeping in mind that stories can kill rapport, my intention should always be clear to me – or else I'll just keep it to myself.

Please note that just because you have a result in mind, it doesn't mean you'll achieve that intended goal just because you tell the story. People will always filter your story and present resistance if needed, if they find it offensive or negative in relation to their beliefs and values. Of course, the risk is higher when you're telling the story to more than one person.

## **You have to read two notions now:**

The first one is that it's not the intention of most of our stories to have a calming effect. In truth, many messages have to convey or ignite strong emotions to influence people.

Secondly, if you get similar feedback from a bunch of different people, reconsider the value and usefulness of that specific story you just told.

**With this caveat:** The most epic orators are those who often generate more emotion in others, being it positive or negative. Just think of former president Bill

Clinton and Ronald Reagan – you have two very different people with very different values and beliefs, but you have two great orators that were respected by the majority of their listeners, even the ones that disagreed with their values and morals. Emotion is an influence driver.

**Golden Rule:** Funnel your audience's attention until they enter a natural walking trance. Share your information in a simple way that generates emotion, pleases the listener and intensifies curiosity!

Always focus on singular self-revelations that will convey your

values and moral beliefs and show them in a simplified way to the audience – reveal the emotional and experiential reasons for it for the best chance of persuasion.

Always emphasize on singular, because if you tell your whole life story and you space the audience out, you'll kill the conversation because they will completely lose their interest.

If you want to convey a message, a value, a belief, you better stick to that message in a singular way, choose one stealth message and stick to that!

**Another pointer:** Don't over communicate and try to avoid the mistake of putting too much info in any one story. A great story shouldn't take longer than 4 minutes and you shouldn't tell more than one per thirty minutes. Keep in mind that if you're dealing with groups rather than with individuals you have to get your stories even more condensed.

You always have to self-reveal because you want to show the others that you're in touch with your inner self and that you know who you are "deep inside." Don't self reveal in a threatening way though. Use common sense.

Another useful tip is putting words of self-flattery in the mouth of others. If you want to speak about how intelligent you are, tell a story that includes someone saying how intelligent you are. This is one of the pros in being “stealthy” – a testimonial means a lot, and a testimonial that is singular in its message is super effective!

Along with the power to ignite emotion, your messages should always be simplistic and enable the listener’s innate curiosity and need to learn more and to get more knowledge.

Don't make an effort to be smart or sound stupid for the listener, don't go too low or too high and always make everything to their level. Make sure you're talking the same language and don't use military jargon if I'm just a gardener! Get to my "landscape."

People love secrets and they love to get to know new things, they want to understand things if they are easy to grasp, not if they are rocket science. Forget about complicated things and move on, keeping all your storytelling simple and full of emotion.

Teach the listener or listeners about your values and about the

kindness and generosity of your heart. Try to “convert them” to your side. People want to trust you and know you better and they certainly want to believe you. Tell a story in a modest way so it reveals your true self to the audience. Arrogance isn't nice, nobody likes it, and it can instantly cut off an interesting conversation, ruining a potential bond – it even breaks rapport and causes an attention deficit.

Make the audience visualize vividly by appealing not only to their emotions but to their senses too. Trigger the senses and convey what you smelled, felt, heard and so on – this makes

your listener feel as if he was there too, so he gets captivated on the emotional and sensorial level, and this is priceless.

Another tip is that you should “time travel” with your audience, making your listeners progress or regress through time to deliberately avoid the present. The present is where they don’t feel at ease and uncomfortable. Tell them a story and give them the chance to tell you one of theirs too.

The stories you will tell aren’t scripted, and they shouldn’t be, so they will vary in content. However, the soul and the heart

of them should have a purpose in mind like discussed before!

Always have intention and purpose on your mind and align the stories to your listeners, tailoring them to the audience.

Another importance factor storytellers should have in mind is that they should provide the means for the reality to be considered plausible and believable – like names, dates and places. They want to consider the story to be true but they need some kind of evidence, and even though names and dates don't prove something, they create the illusion that the story is true.

## **Don't underestimate the truth.**

You can tell about an experience that never happened, but if the listener hears names, dates, places and times it is going to become a part of their memory, becoming part of the truth about you making them liking you more!

**Storytelling Pro-tip:** When you are involved in storytelling, always make the characters come to life by speaking for them, rather than just telling what happened.

So you should say “And John Smith said: I’m working on it bro!” rather than “John Smith told me he was working on it.

Why should you do this? Well, simply because it makes your story alive and easier to remember.

Stories should contain lessons and you have to be relatable.

You should always imbue your stories with intentions, lessons and keys to achieve your or their purpose.

Always make sure you cover up self-flattery, so you can value yourself in the eyes of others in a stealthy way. Try some of these tips:

Use stories to place flattering words on the lips of others

Disguise a self-flattering attempt by covering it up with modesty, humility and some self-deprecating humor

“Boast” about your own vulnerabilities and weaknesses to show others you are human and relatable too

You should definitely always add a bit of self-deprecation and powder it with weaknesses and personal exposure. The audience wants a human they can relate with and that they can feel connected with, and showing you're human goes a long way in creating bonds and developing

trust. This is a component that is vital in storytelling.

**Be Viral!**

**Provide Inspiration.**

You have got to be so powerful that people will always remember and repeat your experiences verbally and mentally.

**The Two Distinct Levels of Control:**

There are two very distinct levels of awareness and control on communication. The first level is the conscious level of control,

while the other level is the mysterious unconscious level of control – though I guarantee you that by the time you finish this book, there will be no more mystery about the unconscious mind. Simply put, this unconscious level holds in its domain everything that eludes your conscious level of control, meaning that it gathers everything to which you aren't currently aware of but yet you're still responding to, via body or mind. For example, if you are poking the table with your fingernails without noticing it. Communication isn't always made in the conscious level, but it

happens on both levels of control. Stealth Persuasion is happening at the unconscious level, though, as nobody notices it's working.

Want to get fascinated? Read on: Before two persons get to know each other in a persuasion setting, many “sales” are broken or made, so you are going to learn how to get ready to face one of the most mysterious persuasion phases up to date. Let's proceed.

## **Stealth Hypnosis: The Four Corners**

As a “master ninja hypnotist \*laughs\*” you will carry on mining

the concept of beliefs, values and attitudes of the person who will comply and of the person who is influencing. This will carry you a long way in the dating, relationship and sales settings.

What do these corners mean and why are they a vital puzzle piece to achieve success?

People know their beliefs to be truth, with or without enough evidence; they already determined the truthiness of that belief. This doesn't mean that they are right or wrong, but it's just something they piously believe to be true and they will always take some time to change them - resistance

will occur when trying to change them too.

People treasure their values, their morals, their beliefs; they consider their values, whether they are love, happiness, health, money or freedom, as the highest values in life. There are lots of different values out there and let's draw a line here: Values are harder to change than beliefs, because they are what motivates someone – don't try to change values, just acknowledge and appreciate them.

Attitudes are a different thing – they are people's states of mind or what people feel about when

they pertain to specific issues. They can be changed with a lot less effort, and they are specific and related to specific things in life. Lifestyles are also about beliefs, but they are about how people consider them – how people respond to the beliefs with their behaviors.

Your beliefs and values are unconscious filters of your experiences, and you see everything through those filter goggles. When we gaze and observe our own values and attitudes, we understand others' beliefs and values easier

We don't usually talk about our beliefs and values in day to day life, but they are ever present and influence the ways we perceive things. Once you know all about a person's morals and beliefs, you can get them to comply with pretty much everything if you ask for it in the correct way.

## **Door Opener's to the Mind**

Brace yourself to learn about the three mystical questions that will allow you to uncover someone's values instantly. They are easy to learn and they are usable in virtually every context – they will upgrade your orating skills dramatically. This is important

because you know that the other person's values are the key to win their compliance.

I'm going to present them in a sales setting, because I've been using this setting throughout the book, but you can adjust them to any category or setting really.

Let's get the information we need:

**Question 1: "In X, what is the most important thing to you?"**

So if the patron or listener Y is thinking about buying X, you will know the thing he values the most when buying that product.

Let's keep on reading to know where I'm targeting.

Now, the key point here is that the client will answer with whatever is important to them, like “service” or “quality” or will go on chatting and chatting but always running around the same key factor. Now, the summary of his response will be “Z”.

So, the next question will be:

**Question 2: How do you tell if you have “Z”?**

**(Patron) John Smith:** I want a motorbike that is a good value.

**(Ninja Salesman) Malcolm Hays:** “How do you know when you have a good value in motorbike?”

**(Patron) John Smith:** I want enough car insurance to cover expenses if I crash.

**(Ninja Salesman) Malcolm Hays:** “How do you know when you have enough car insurance to protect your asset?”

This second question tries to make the answer objective, as most of the time the listener answers with something subjective like “I love quality,” “I love design.” Therefore, the Ninja Salesman – and I call him Ninja because he is the master of stealth – wants to know how they know they have that quality “Z”, the answer will give it evidence.

### **Question 3: If I could give you “Z”, would you “A”?**

You can get the highest value by asking the question above. You have framed the listener with the questions 1 and 2 so now it's very hard to answer “no.” Make that “A” is your goal, like buying your product or hiring you.

Check out these examples

“If you can be certain that this is an A+ appliance will you feel comfortable?”

“If you can be certain that this is the best value in the biking industry will you feel comfortable owning it?”

“If you feel sure that this is a quality home, will you feel comfortable living here?”

The Bonus Question: What else is vital for you when buying X?

This bonus question is for you to use if the listener/patron answers question number 3 with a “no!” Don’t give up now; this might be the key you need to turn it in the lock.

If you are a smart guy, and I bet you are, now you’re noticing we went back to the value elicitation process. Sometimes customers don’t know what the most important thing to them is when buying something, so this

question 4 gets the cycling in rhythm until you find that magic solution.

Congratulations! You now know one of the most vital arts to proceed on your path to success – eliciting values.

## **Stealth Mind Wiring**

So now that we know that Stealth Hypnotic Influence utilizes techniques and strategies which subconsciously change the lens or perception of a person and as a result, changes their behavior, the next question becomes “Is there a concrete model for doing this?”

Well if there wasn't do you think I would have spent this much time talking about it? :)

So let's get to it.

We begin with cause. Most behavior includes a cause. Fear, desires, thoughts, ideas & other people are just some examples of behavioral causes.

After the cause comes the action or behavior.

When behaviors become repeated or continued for long periods of time, we develop an unconscious, automatic, systematic way of performing those behaviors.

As the behavior continues, the belief system becomes strengthened in congruence to the action; meaning the more you do something (and the more automatic it becomes) the more you form beliefs that support the behavior.

Most of this stuff gets engrained into us from our childhood.

Parents, authority figures and environment begin to create these images of how we believe certain things should be.

As your life progresses, most of these beliefs serve as frames of reference for you to measure new actions against.

This essentially is defined as our programming.

As these actions gain closer relation to what's important in our lives, they grow.

So cause leads to actions which lead to beliefs which lead to bigger actions and reinforced beliefs and then habits.

This is all fine and well...until we find ourselves in a situation where someone's belief and values are not in sync with what we're asking them to do.

This again is where the majority of people in life who completely underestimate the importance of understanding human

communication begin resorting to tactics that don't work and wonder why no one ever seems to agree with or comply with them.

This is also a critical point where you separate yourself from them.

Action.

That's the only way to begin the process of creating the desired change we're looking for. This applies to how we influence the minds of others as well as ourselves.

Without action, nothing is possible.

So how do we get them to first take the action?

The first step is to ask an ambiguous question.

So if they say they feel sad because their son or daughter is not getting good grades in school, say something like “Really, well what’s going on?”

Listen and pay attention to their emotions and what behaviors of their could be contributing to the problem.

At this point, you’re not looking to influence or direct their behavior. You’re simply taking in the data and listening with empathy to establish trust.

Now begin to analyze 8 specific variables:

**1.) The Overall Context** – You first need to understand the big picture as the main driving factor of why anyone does anything is the context they are in. You do this by paying attention to their descriptions. Saying “I’m pretty annoyed” is a lot different than saying “I really feel like I have no options left” or “I feel like jumping off a bridge.”

**2.) Vocabulary** – The next thing to do is observe their vocabulary. Is this the way they normally speak?

**3.) Metaphors** – “I feel like I have the weight of the world on my shoulders”. “I feel like I’m

drowning and can't catch my breath". This is important because one of the most effective ways create change is by identifying with the metaphor. You can only achieve this by listening and paying close attention.

**4.) Logical Event Sequence –**  
Does the outcome make sense based on the cause? In other words, if the person tells you they got wet because they fell in a pool, that should seem logical to you. Many people however, get this all wrong and they attribute outcomes to unrelated causes. Like when people say "I won the game because I wore my lucky

shirt.” Believe it if you want but it’s just not logical.

**5.) Body Language** – What are they saying non-verbally? And more importantly, does the non-verbal message match the words that are coming out of their mouth?

**6.) Justification** – Are the reasons they give for not doing something legitimate and justifiable or simply excuses?

**7.) Desires** – What really drives this person in life?

**8.) Problem Solving Paradigm** – What process are they using to solve problems? Do you see any areas for improvement?

Once you have all the data, it's time to begin to take control using this arsenal of strategies:

**Body Language** – Use mirroring and matching to create rapport and trust.

**Verbiage** – Read the following statements out loud and each time, put emphasis on the word that is in bold.

I didn't say he hit his wife.

I **didn't** say he hit his wife.

I didn't **say** he hit his wife.

I didn't say **he** hit his wife.

I didn't say he **hit** his wife.

I didn't say he hit **his** wife.

I didn't say he hit his **wife**.

While each one of these statements has the same words, they all convey a different message. That is how the verbiage trigger works. Words are extremely powerful and every time we use them, we can create mental visions, which can then instill feelings within someone.

**Build Trust** – Using affirming communication and an open posture you show admiration and empathy so their resistance is kept to a minimum.

**Uncover Desires** – What's really important to them? What do they stand for? What is driving the

majority of their actions, beliefs and values?

**Uncover Desired Outcomes** – What does the solution look like to them? How can this problem be solved their opinion and if that's not an option, what's their closest alternative?

**Identify Challenges** – What's standing in their way?

**Identify Resources** – What resources do they have to overcome the challenge. Ask them how they've dealt with similar situations in the past.

**Create A New Problem Solving Paradigm** – Now go over everything you've just discussed

and show them why a new way of approaching things is the only logical thing to do. Check for agreement.

Here's where things get tricky because as we all know, getting them to buy into the new paradigm can be tough.

Here's the formula.

**Intercede** – You can do this in a number of different ways with the easiest being to talk for about 10 minutes saying only what's really important. If you don't you can lose the subject. You can also do this through distraction. If you distract you break the stick state of the subject's mind.

**Utilize Vivid Speech** – Turn their negative images about the situation into positive ones. When they say they’re “drowning” remind them that they can swim but they are letting their emotions get the best of them; much like a person who is lost at sea. Show them how they can swim to a paradise island.

**Utilize The Power of Storytelling** – First try to get them to tell a story by asking what they think the solution would look like step by step. If they draw a blank, you tell the story.

**Future Pace** – This can be as simple as asking the person to

imagine a particular time and context at some time in their future where their natural response would have been the old state / behavior.

Now become dissociated in the future. Get back to the event only now, envision yourself using your new new pattern of behavior.

**Utilize Pain** – Most people may work a little harder to get an extra hundred dollars but almost everyone will work harder than that to prevent themselves from losing \$100. Show the subject clearly what they have to lose and what the consequences/pain will be.

# Your Subject's Personal Makeup

## Metaprograms

What are metaprograms? They are simply unconscious filters that direct experience and actions.

They are a personality feature that the person is usually unaware of at the conscious level – but it is so powerful that if you change it, even by a little bit, you can alter the future for yourself and your customer.

The discoverer of Metaprograms was Carl Jung, who called them temperaments and believed that people were all distinct in fundamental ways. He used some

concepts like “function types” and “personality types” to describe these distinct elements. He also noted that each person is the same globalization of motivational instincts that move us all.

Kathryn and Isabel Myers (mother and daughter) summed up Jung’s typing themes and coined the Myers–Briggs Type Indicator. Let me just say that if you are going to work with customers you have got to read their book: *The Myers–Briggs Type Indicator Manual*.

This indicator will help you fit each different customer into the

several temperaments discovered by great minds such as Adler, Adickes, Spranger, Kretshmer and of course – Hippocrates.

It is generally accepted by most that all the four corners, the metaprograms or temperaments, are genetic and inborn, and they are only marginally changeable. They may be connected to the environment though – as some people are very extroverted in the workplace while quiet at home or vice versa.

## **The Closure Program**

## **Judgment and Perceiving**

Someone who sees the world as black and white is called - “the judge!”

He sees the world and just accepts it as it is, more or less, and when this judging begins, perception just ends.

Let me paint out an example to you: Someone will perceive discussion or argument and then, at a specific key-point, a judgment will be made! On the other end, we have someone who will halt judgments until he can gather, or perceive, more information. Now, do people prefer perceiving? Do they prefer coming to judgment?

Well, all of the English speakers are divided into two 50% parts between those concepts...

## **The Perception Program**

### **Intuition and Sensation**

How is life perceived by your customer? How does he perceive the world? How does he perceive you? Well, that all depends on his perception program. This is the program responsible for noticing when people are exploring potential realities or reality itself.

The sensors are directed by the unconscious mind to far shorter

degrees than the intuitive person. The sensor is guided by his 5 basic senses and verifiable experiences while the intuitive persons don't put their hunches into words, but they are just as confident about the veracity of their realities as their sensors counterpart.

Sensor type people don't worry about the future, or the past for that matter, but the intuitive person forgets about his surroundings while loving metaphors, imagery and they love to hear a good story

Approximately 75% of the English speaking population are sensors,

while 25% of the population are intuitive.

## **The New Metaprograms**

Throughout this section, you will learn about some of the new metaprograms that are vital to pull mind-access sales strings.

The quality of overlapping programs within each of us individuals has a definite quality – if you're watching the news on CBS and change to the news on to NBC, you'll see some of the stories are the same while others are exclusive. Well, Metaprograms are just like this experience.

If you feel that there are relationships between two metaprograms, then you are starting to become consciously aware of these programs as they run your mind, and so you're starting to understand and to decode the code in order to utilize it and personality traits in Mind Access strings.

These programs are some of the filters of perception that dwell the deepest in you, and they are the patterns that sort out what you pay attention to. They are, generally speaking, content free, but context dependent.

Like a PC program, the sum of your customer's metaprograms isn't storing information, but they are determining what drives him. The customer's state of mind is highly affected by these programs and they help create his internal "pictures," or the representations he makes about how he views the world at both levels: unconsciously and consciously.

To effectively put software into use, you have to know how to use it. Likewise, in order to communicate your products and effectively sell them you must understand what programs they use and what drives them – they are deletion and distortion filters

that adjust the beliefs. You can predict their states of mind by decoding their programs, and if you predict your customer's internal states, you can easily influence his behavior.

There are about fifty metaprograms that were identified as sorting patterns and traits, as well as functions for individuals, and you'll learn the new metaprograms that are known to affect the selling process. Keep in mind that metaprograms aren't personality representations, but rather a continuum.

Well, Jung, Myers, Briggs and Keirsey told us about the amazing four corners (the four central metaprograms) and we already discussed them. Now, we want to examine the first of the new metaprograms – the sorting pattern of pleasure and pain, one of the most vital programs when it comes to making or losing sales.

## **The Pleasure and Pain Program**

### **Avoiding Pain and Experiencing Pleasure**

There were literally years of research made to demonstrate to us that humans give much more

importance to avoiding pain than to achieving and experiencing pleasure. This means that you must find what the pains and wounds of your customers are before being able to heal them.

This is so important that it is one of the MAPs (Mind Access Points) that drives dozens and dozens of other MAPs. People will go a long way to avoid pain, and they are motivated by pleasure, but avoiding pain is usually more pressing.

Why?

Maybe because as we were children we were regularly threatened by pain (punishments,

spanking etc.. ) and this programmed a very complex and strong mind access point where lots and lots of Mind Access Strings are attached. There were some parents that used to motivate their children with rewards, but you know as well as I do that threatening with pain is more common. So, as “grown-ups”, we still want to avoid pain, and if that takes compliance, we will give it.

A simple line you can deliver to help the customer to experience the pain of not working alongside with you is a variation of the wound opening sentence, “If you

don't do this now, things will get worse right?"

So, the more the client fears it and tries to move away from it, the more likely he is to "do that now" in order to avoid pain.

Therefore you must place the image of the consequences that will happen if he doesn't "do that now" in his mind so it becomes real for the customer.

If someone is still unconvinced, no "closing techniques" are going to change their point of view. You must help the customer to see the obvious benefits emotionally and logically to accept your services or goods. Note down that if you

fail to sell the services they need, they'll associate the pain to change and you haven't done your job.

People are afraid of change, that's a biological pre-programming we have, so the best choice here is to paint the status quo as really bad – paint the pain involved in “not changing” and make it hurt! Make it vivid!

Someone that looks to his current position and sees very little pain involved with “not changing” will probably not change at all! They will simply say no and carry on!

## **The Convenience Program Cost and Convenience**

Does your customer value speed and convenience? Or does he value cost instead? Somewhere along the sales interview, you have to get to know what the biggest concerns of your client are.

Why do people pick up a few items in the convenience store even though they are way more expensive there than in the grocery store? Well, the convenience store is... convenient, and it's right there around the corner. Its proximity is ultimately more important than the increased cost of the store's products.

If you're dealing with a financial product you have to discover if the customer has enough time to make the decisions about his investments or if he would be a happy customer if you took care of everything for him. Is he willing to pay for the fact that you will lighten his load?

On the other hand, if you want to sell a house, is your client willing to spend an additional thirty minutes of commute to save some thousand dollars? You have to go deep and dig out the motivations of the customer – is it the price or the convenience? Discover before the selling process takes place.

## **The Relationship Program Polarities and Matches**

If you have three buttons and you place them on a counter in front of you, what's the connection between those three buttons? If you said that they are all buttons, then you are a matcher. However, if you say they are similar but with some differences, you are a matcher with a mismatch.

Now, if you started out by saying all buttons are different, but they have something in common, then you are labeled as a miss-matcher with a match. On the other hand, if you say there is

nothing in common with those buttons you are a polarity responder.

Imagine you're in your sales interview and you need to probe your customer's relationship program. Even though in the real world you cannot always use such a tool, you would have to ask something along these lines: "What's the connection between your job this year or last year?"

## **The Convincer Program Breathe in and out – Internal and External**

How can a client know if he should or shouldn't buy your

goods? Ask around how he was convinced last time he made a big purchase, or about when he last purchased something that relates to the good and you're trying to sell now. Be sure to ask something like this:

“Are you happy you purchased your current car?”

He will then answer “Yeah, it's a pretty nice car” and that's when you ask “What convinced you to get this car?”

There, you have set the foundations and now the customer is going to do a bit of storytelling, narrating how he decided, showing you the date or

the feelings he considered in order to make that purchase, and once you know that he decides based on external or internal info, you can then match that information source.

“I had a feeling that it was the right car.”

“I want you to tell me if you get that feeling again when we look at the next car we are going to test-drive.”

Or, if the client answered around:

“It matched all of the criteria we set up. It had air-conditioning, good horsepower, attractive design.”

“So, you said that now you want a car that’s a convertible and still maintains the same qualities of your car. When you see that car, let me know right away!”

## **The Convincer Program Regularly and Often**

The truth is that many clients won’t buy from you the first time around, and they will need to carefully study your proposal numerous times before deciding. If you see that this is the case

with your current customers, probe about how many times they have to look at something for them to decide.

Make the question: “How many times did your previous seller have to come show you these benefits before you finally said yes?”

“Well he came the first time, then we told him to step by again a week from then and we signed the contract.”

“Right, so you and Mrs. Smith like to think overnight about your decisions, and you want me to get back to you soon am I right?”

Or let's consider a different case...

“Well it took us some time to decide, the expenditure wasn't little, and so he had to come three to four times”

“It does make sense, this isn't something you should think about lightly and it's a pretty heavy decision. Ok, what I'd like to do is leave you these prints for you to look over and I'll pop back in tomorrow agreed? If you still want to move carefully I'll just pop back in that week, sound great?”

## **The Picture Program General or Specific?**

When you go over the details and nuances of your products and services, have you noticed that most customers get bored as hell? They are the big picture people and they care about the whole! If you skip the details, the “detail” people will feel you are deceiving them. So, it’s vital that you detect which type that customer is – is he a detail customer or a big picture client?

You should always be able to communicate about your product in a clear, engaging and succinct way in 20 seconds, so you can provide your selling pitch to people who are rushed for time and need a quick overview. You

should also be able to talk about your product for hours too, because different types of persons want different kinds of selling pitches. This is why you need to be aware of the picture program to enhance your probabilities of closing the sale.

If your client is investing in your financial products because he needs a nest egg or because he wants to get a better retirement, this is a very important distinction.

You have got to probe your customer's metaprograms and propose your services or goods in a way that pleases those filters to

gain their compliance. If the client wants to invest in mutual funds because then he can travel and have freedom, then he is a good investment buyer.

A question you can do to see if someone operates with regard to possibility or necessity is this:

“Why are you in this business?”

Your customer had either to get a job or start their own, or they see in this job or business as the chance for a brighter future. Once you know the page your client is on, you will operate on those filters as well – and if you use the same filters and identify your

client's metaprograms, you will get their compliance.

## **The Status Quo Program Changing the Present**

Your customer wants things to stay the way they are now? Does he like to evolve? Is he growing or standing on the same spot? Does he feel the need to keep his status quo?

If you know about the client's status quo program, you have a big change to provide him security about his present or get him looking forward to a change.

If people like to change, they won't keep the same jobs for a the long-term, they will act like fleas and jump around, they get bored and they constantly try out new things. All the people that like stability will try to stay at the same jobs and keep on the routine, indefinitely.

## **Accept Cautiously Accepting in a Skeptical Way**

Your clients always jump around erratically from open acceptance to skepticism about your services or goods. This program is somewhat similar to the status quo one, however they are far from being the same.

A good tip is that people who are closed and don't want advice, opinions and so on are this way because they were vulnerable one day and others took advantage of them.

Often, the people that don't want any soliciting are the ones salespeople know to be the easiest compliers.

## **The Mind Windows**

People need the basics like food, clothes and shelter – that's the reality of our human status. We must have these things in order to survive, and there are also lots of inborn needs that influence our

behavior as we grow to become adults.

We are genetically encoded to survive and care for ourselves and to command a powerful compulsion to care for our groups. We are even more coded to help the groups we belong to first than to help ourselves – sounds communist, but it's the truth.

If a child is in a river full of gators and people are around the river, chances are that a brave man will jump in to save the child. That's not only altruistic and honorable, but it's also part of our genetic programming. The urge to care

for others in our group is extremely powerful and shouldn't be underestimated.

Virtually everyone is pre-programmed to act according to the best interests of themselves, their family, their group, their society and even God.

Now for one of the biggest mistake all persuaders make one time or the other: They just persuade the customer's best interests and they completely forget how to appeal to how the service or good will help the client's group or family, or even God for that matter. Did you know that there is a portion of the

human brain that just gets activated when speaking to the divine?

## **Competition Is a Tool for Survival**

Evolutionary Psychology proved that competition between individuals is what selects the “strongest” or the winners and picks out the losers of society.

You always must point out, while selling a product, that the product will give him an advantage in society, it will get him an advantage against his competitors, so it will make it easier for him to survive competitively – make this point

subtly and your selling probabilities will increase.

## **Pursue a Group**

Researches show that the larger the group, the more comply-able their members are to their leader. Stealth Hypnosis can give you a very powerful advantage in groups, because most of the people fear speaking or presenting before groups and big audiences. That's a fact.

Us humans are easily herded animals and even the Ninja Salesman, the Stealth Hypnosis Master, can't expect having 100% assenting opinions in large group settings. There are, in each

group, individuals who rise above that same group so you have to respect them, acknowledge their interaction, and continue on with your presentation. Remember that in group settings, the majority's opinion is the rule!

Remember to pull the right Mind Access Strings.

## **Affiliation and How We Quest for It**

We all want to be wanted, to feel needed. Research in the medical field proves that when someone feels un-wanted, growth and development come to a halt. All forms of growth, like emotional, social and even physical growth

are greatly influenced by how much or how little we feel wanted.

This need is pre-programmed, so you know that person who says they don't need to be wanted? That person is lying!

You have to always show your interest toward your client. He must feel that you are interested in him, not just as a client, but as a person – this is a great tip to develop a long-term relationship with a client and those situations are always win-win.

## **Selling Through Fear and Negativism**

You can build rapport and get your client's compliance, just by

creating or targeting an enemy. You can “frighten” him with the success of his competitors if he doesn’t make the change, you can get him frustrated about his status quo and you can gain his compliance by joining his team against that “common enemy.”

Use and abuse of some negative emotions like disgust, anger, hatred and so on as an effective marketing method – this isn’t a new tactic, it’s pretty old and pretty used too!

Think about those commercials that paint insects as a repulsive thing to have in the house and how they can creep on everything.

Well, we certainly don't have infestations every day, but the commercial serves its point – it places the image in your head, triggering those fear or disgust emotions, thus joining your team against the greater evil! It's like buying life insurance, lots of people have it, but most never use it – they have it and they buy it to relieve anxiety, to avoid worrying and to get those negative emotions to a minimum. There are all kinds of things we purchase just with “avoiding negative emotions” in mind.

**Follow the Leader!**

Virtually every animal species in the world, including humans, are compelled to follow the leader of the group, so you want to tell your clients you're the leader of your field – not upfront of course, but in a stealthy way.

Show your listeners you can be a better employee, a better parent, or show how your products can make your clients look more like the leader! Mimic the leader's behavior and show how people will become leaders themselves by getting your services.

**Summer Time, Winter Time**

When we notice times are good, we are genetically coded to risk more and experience adventure, but when times are rough, as of now, we are compelled to be conservative and risk less.

When we are selling, we have to know if the person on the other side is experiencing a good or a bad moment. If the client is having a great time of prosperity, appeal to his wish to experiment and adventure – to explore! If you see he is not very good, show him that your products will help with his conservative needs.

Be emotionally appealing and determine how the sale is going

to happen – or if it won't happen at all! Fit that service or product into their emotional filters and they will find some logical reasons why they should buy from you.

## **Stealth Hypnotic Keys To Success**

### **1. Control Your State Of Mind At All Times**

This is actually a really simple concept. You can't control anything (especially the mind of someone else) if you can't control your own state of mind. Think of it like this.

Your mind is like a movie theatre that plays the movie that you decide on. The question is, what would you rather have playing? A depressing horror movie or a beautiful story with a happy ending? If your internal representations are ruining you , then you need to take back control of your mind. The first step is by creating new movies in your mind (even if you don't really believe them at first). Visualize yourself as the same physical character but with new powers. Begin to see yourself as the hero rather than the victim. A large part of this also has to do with the language that you use.

Most people have no idea how much negative energy they create out of thin air by simply using words and phrases like “I can’t”, “I’m not good enough”, “I’m not smart enough”, “I could never do that”, etc.

Realize that you create your own reality. It begins with how you talk to yourself. Let that voice be a secret weapon of inspiration that gives you the power to overcome obstacles rather than a parasite that feeds off of your negativity and spirals out of control.

FACT: Most people who dream of getting rich by winning the lottery almost never do.

And statistically those who do usually wind up broke again within a few years.

Why?

Because they've created a mind set which states "That which I desire comes from external resources rather than from those that naturally reside within me".

They believe that wealth can only come as result of "luck".

This automatically relinquishes their control over their circumstances and positions them

as the victim rather than the victor.

Not a good thing.

## **2. Control The Subject's State of Mind**

Once you have your own state of mind under control you can begin controlling the minds of others.

You can do this by appealing to the windows of his mind which include his:

### **A. Internal Representations**

You need to determine the type of movie your subject is playing in his mind and how it's serving him. If it's one of doom and gloom, show him a sneak peak of

what could be by taking what you have to offer. Now sometimes he might not be aware of what he has to change. In other words, he could be painting a beautiful picture in his mind but it's not conducive to his reality.

If this is the case, you have to briefly inject him with a dose of the scary ending that could be coming that he's not aware of. Then show him what he must do to avoid it.

## B. Actions

In certain cases, the internal change that you need to have him create in his mind comes from the act of movement. In NLP, we call

this a pattern interrupt. You're simply interrupting his pattern of thinking so you can redirect it where you want it to be. You can do this any number of different ways.

Drop a pen on the floor. Hand him a pen. Hand him a drink of water. Take him for a walk. Go for lunch. Give him a brochure or a book and direct him where to look.

**Remember, if he's in a stuck state he's not open to suggestion. Break the state, redirect and resume.**

### **3. Gather And Utilize Data**

People who win always gather information about their subject and utilize it advantageously.

Professional fighters do this all the time. They study the tapes of their opponents fights to see what patterns they follow so they have a better understanding of how to fight him.

The same is true of truly professional sales people. They always gather as much data as they possibly can about their prospect before making a presentation.

With the Internet as it is today it's relatively simple to find out information about someone.

Almost a billion people are on Facebook alone with a profile that tells you where they live, what they enjoy doing, what kind of music they listen to and what sports teams they like.

The key to using this this data to your advantage is very simple.

Look for and subtly highlight any similarities that you may have and more importantly, avoid any differences.

The second part is especially important because just as similarities positively impact an interaction exponentially, differences do the same but in a negative way.

## 4. Master Power-Linking

Power linking is really just a fancy word for networking. I came up with it all by myself :)

Seriously though, I can't emphasize the importance of networking enough.

But as a person who understands influence, you probably already know how powerful relationships are.

Let me put it this way.

When I was in sales, it was my networking that took me to six figures.

And when I started my own digital business?

Well I wouldn't even have it if I didn't leverage my relationships with other Internet marketers.

Here's the thing though.

Networking only works if you have at least one of three things. You are the best at what you do, you have great products and/or you have great services.

Focus on solving the problems of others and you should have no problems of your own achieving these things.

The next step is asking.

If you need help, ask for it. But only do after you've provided value.

## **5. Be Proactive**

Sitting around and waiting for opportunities to magically appear out of know where is going to leave you very disappointed.

Just go ahead and give it a try if you don't believe me.

Think of something that you want, close your eyes for a minute and then open them. Did it appear?

I think you get the point.

The difference between those who always get what they want and those who just want what they don't get is the fact that the first

group of people actually go and “get” what they want.

You must work your self up into a white heat of desire (as Napoleon Hill calls it) to become a person who is always seeking the right people to obtain help from and then find them as if you’re depended on it.

Once you find them, create value and solve their problems.

The utilize the law of reciprocity and ask for the help you need.

## **6.Develop Super Natural Credibility**

Credibility is really a magical thing.

It basically serves as a preconditioner for everything else that people will believe about you.

Think of Michael Jordan.

When most people hear his name they automatically associate him with being the greatest basketball player ever.

This true of people who don't even follow basketball like myself; we just "know" because we've been preconditioned.

When it comes to credibility, there are actually 2 types; your true

credibility and your perceived credibility.

Your true credibility is everything stand for. It can be your expertise, experience, knowledge, trustworthiness, social ability and like-ability.

Your perceived credibility is really how all that appears to others.

There's a big difference.

You can be the smartest lawyer on the block and have graduated from the best school but if that isn't crystal clear in the eyes of your audience, then it will probably not serve you a tenth of what it could.

People need to understand that you bring value to the table even before you bring it or chances are they won't even give you the time to prove it.

Sad but true.

There are many ways to do this. So many in fact that I could write a whole other book on it.

In fact I did (see [www.TheCodeofInfluence.com](http://www.TheCodeofInfluence.com))

## **8. Direct Perception**

Everyone see things through a different lense.

If you put a glass of water on a table in a room with 20 people in

it, each person will see something different.

Your job as a master of influence is to direct that perception to the direction of your choice.

The most effective (and rapid) way to do this is through framing.

Framing simply the way that you position something.

Research has proven time and time again that when people are asked about topics (even topics that are very close to their heart) they will generally respond with differing opinions depending on how the question is phrased. In other words, framing the question in a certain way can yield a

completely different answer from someone even if they claim that their opinion is something that cannot be changed. The reason for this is quite simple. First off, people's opinions, desires and thoughts in many cases are actually created in just a moment's time and really have no relation to what they will actually do or what they really believe deep down inside.

In fact, people sometimes don't even really make a decision based on what's in their best interest. Instead, they decide based on which set of facts was presented better.

# Reframing

Reframing is taking making lemonade out of the lemons you have been given. With reframing, you help someone see something they perceive as a problem as an opportunity in disguise.

Here are a few examples

“Yes Bill, I know that \$1200 for a 1 year gym membership may seem like a lot but when you break it down, it’s really just \$3 a day. I’m sure you spend more than that on things that won’t come close to the positive impact exercise will have on your life.”

or

“I realize that \$25 per month can be seen as an unnecessary expense right now yet, and that’s why it’s so VITAL that you decide to do this. If God forbid anything should happen to you, your wife will have a check for \$250,000 to take care of your kids and other expenses. Is there really a greater gift can you give?”

Here are a few different kinds of frames and how to utilize them in putting your products and services, and, yourself in the best light possible with your clients.

## **9. Uncover Conditional Issues**

As much as would like to believe that we can waive the influential

wand and make people magically comply with anything we ask, the truth is that there will be times where it's imply not possible.

From time to time you will come across a personal who's dealing dealing with conditional issues.

A conditional issue is anything that physically inhibits the subject's ability to comply.

Some conditional issues include: Lack of finances, disabilities, lack of resources, & bad credit.

You could be selling a car worth \$50k for \$10k. If the subject doesn't have the \$10k or cannot access it from another resource,

it's a dead issue and you shouldn't press it.

If you sense your subject has a conditional issue, simply ask, "Is there something I'm missing, that I should know about that is causing you to wonder about this offer?" If they respond with a concern, empathize, address it, overcome it and close them. If they respond with a conditional issue, it's best to end things on a friendly note and move on.

Follow up at a later (more feasible) date.

## **10. Know When To Wrap Things Up**

I mentioned closing in the previous tip. The majority of people believe the sale is “closed” when the presentation is done. This is not the case; the sale is closed the second the customer wants to buy and not a second later.

Once the subject is ready to comply and say yes, make the sale and then politely but efficiently wrap things up

If the subject wants to meet up again at a later time, that’s fine but for the moment, wrap things up.

Always keep in touch and continue to service your clients,

customers, subjects, etc. but wrap up the initial sale the moment they comply.

## **Conclusion**

So, do you feel ready to tackle on the challenges of the World with these new advantages? Do you feel confident that with proper training everyone can become a Ninja Salesman or a Stealth Master?

I'm sure that you'll face several things you thought were simple from a new point of view, now that you understand about the metaprograms and biological

coding people's behavior is being ruled with.

In conclusion, let me sum up some of the things I want you to keep fresh in your mind:

## **Hypnotic Trance**

You now understand that Hypnotic Trance is restricted to when you go to the Hypnotist office and he tells you “sleeeeeep.” No, forget about that Hollywood point of view and grab the true concept of Hypnosis.

Trance is a phenomenon you undergo every day, more than once a day. It happens to

everyone and it's not a voodoo magic trick, but something we are all experiencing in our lives!

## **The Power Trance and Other Everyday Trances**

You now know that when you separate your unconscious mind from your conscious one, like when you are driving and forget about the path you took because you were consciously thinking about something else, you are experiencing a form of trance.

You also became aware that the Flow State funnels your attention towards your goal, and that can be used with great advantages.

What's Hypnosis? Well, you found out it has nothing to do with sleep – It's the bypassing of the critical faculty of one's brain, even if it is your own (in this case, we are talking about self-hypnosis).

## **Memory Distortion**

You found out that the fact of remembering something might reforge the emotions and even the memories you have of that event. Avoid remembering negative events in isolation, because they can become worse than they were.

You saw proof to back it up – remember those interesting

studies about what the groups saw in the movie clips?

## **Arousal & Danger**

Now, another vital thing that you are aware of is the need to use the customer's emotions to your advantage. To be a good orator – and a stealth hypnotist needs to be a great one – you have to ignite emotions and talk with passion. You instill fear of maintaining the current status quo if you want to trigger changes or you arouse the client with the info that fits his filters!

**Stealth Hypnotic Influence:**

Stealth Hypnosis is all about triggering change or some behaviors – bypassing the critical faculty of the brain – while maintaining a stealth approach, moving stealthily and undetected.

You have to probe your listener's beliefs and morals so you can play the game by his rules and win!

You do this through the power of suggestion.

## **The Fear of Loss**

Humans act more fearing a loss than anticipating a win; therefore, you have got to be able to use that to your advantage. If you are selling something, don't just talk

about the benefits of your services – tell them how, by not buying your services, others will have the upper hand, or that they will miss out on a great limited time deal. Play with their fear of loss and pain.

Now it's time for a little tip: In order to get Stealth Hypnosis really going for you, study the four corners of Stealth Hypnosis and all the Metaprograms, as this info is vital to know from inside out – so study! No pain, no gain.

Lastly, I want to congratulate you for your determination in finishing this book and in understanding the keys to Stealth

Hypnosis. This is something that will do wonders in your life and it will pay off day after day.

Now I'm sure you'll start noticing those small details that have the potential to change lives.

Good Luck

Paul Mascetta