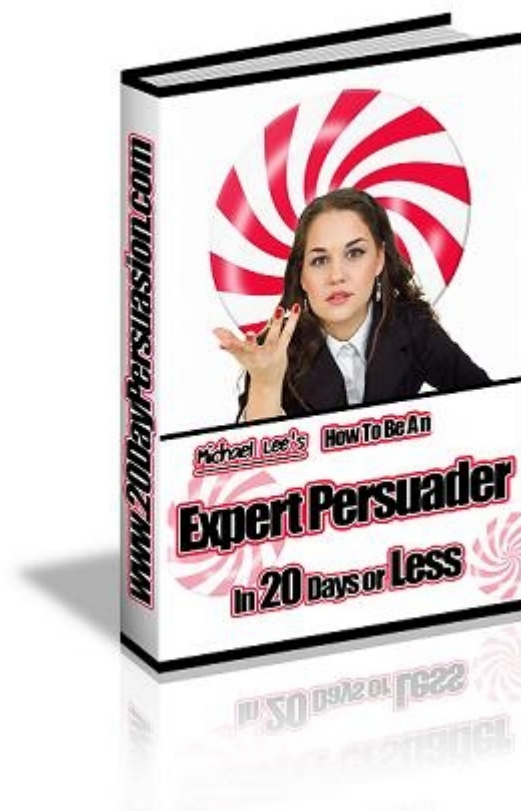


# How To Be An Expert Persuader... In 20 Days or Less

## Sample Chapter (Chapter 4)

By Michael Lee

<http://www.20daypersuasion.com>



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# Press The Magic Button And Get What You Want ... Instantly!

Wonder why many big companies choose famous TV stars to appear in their commercials and not normal people? It's because those stars are famous. They represent wealth, reputation, skills, or popularity. When they endorse a product, you associate that star with the product. Hence, if you like the actor, you will get to like the product. And if you use the product, you tend to feel like the endorser too. This is the **principle of association**.

Big companies pay professional athletes large sums of money to wear certain shoes or clothes, endorse their perfumes, drive a specific car, or even eat certain foods. You might be wondering why these athletes are even asked to endorse products that are not related to them or their craft. As long as the association is positive, it is not necessary that the correlation between the sports star and the product be directly related.

Certain people choose their friends very carefully because the behavior or actions of the people they hang out with can very much reflect on them. If you have a friend who later became a criminal, you had better watch your back because those who want to avenge may pour their bitter revenge on you, no matter how innocent you are!

This is even more difficult if you have family members or relatives who portray negativities. Since we cannot choose them the same way we can select our friends, we are often strict in wanting our family members to conform to good moral values and ethics that reflect our own. Parents want their children to observe proper conduct because other people associate their children with their father and mother.

When their kids win contests or exhibit great talents, their parents are always proud to associate with them and say, "That's my son (or daughter)."

That's the power of association at work, and it's not limited to people. In fact, you can associate the quality of a person, place, thing, event or anything you can think of, with the subject of your persuasion.

Just think about the clothes that people are wearing. What would you think of a person wearing a cross necklace? You would probably think he is religious. You might associate someone in military attire as disciplined and brave, while someone wearing shades as cool.

If you want to make them feel something they've experienced in the past, you may say something like, "Remember the last time we went nature-tripping? It was the most invigorating experience we've ever experienced, isn't it? We're going to experience it again in the trip we're going."

The purpose is to alter the mindset and emotion of the person you're persuading by using the right key of association.

You want them to associate you or your product with positive emotions, ideas or factors.

You have probably heard of Ivan Pavlov's experiment where he rings a bell every time he feeds his dog. Now after some time, the dog would salivate every time it hears the bell

ring, even if there was no food.

Salespeople also apply this strategy today. They would often treat potential clients out for a great lunch. Although these salespeople will shed out a little money for the meal, it's nothing compared to the big profits they'll be getting once they get what they want from their prospects. They know that the satisfying emotions accompanied with eating the food will be associated with the business discussion they are engaged in during the meal.

Even if the linking factor between two aspects were only remotely related, people would go all out to support or defend that which they are associated with (even in the most minor ways).

Why would a hometown crowd cheer for their average basketball team who is fighting against the country's favorite team? That's because they are associated with the team in terms of hometown. If the hometown team wins, they will also share that feeling and may even say something like, "**Our** team won!" If their team loses, they would probably say something like, "**They've** lost the game." They separate themselves and avoid being associated with the losing team.

By being related (even in the most minor way) to the greatness of an object or event, the ego and reputation are built up.

It might not be too surprising to know that the more insecure a person is, the more he strives to be associated with external factors. Those who know deep inside that they have achieved great things and don't need to prove their worth any further, are the ones who are not much concerned about associating with outside forces such as their school team who won the championship.

#### **Other Examples:**

Some companies donate to charities in order to be associated with being generous and sincere; some companies sponsor special events such as athletic contests to be associated with camaraderie, teamwork and the winning attitude.

There have been reports of weathermen being blamed, threatened, or even hurt because people associate them with the bad weather they've reported, even if these poor weathermen have absolutely no control of nature.

Cigarette commercials use young, energetic, and healthy-looking individuals so viewers would associate the cigarettes with them, despite the dangerous effects of cigarettes.

## **How to Optimize the Power of Association**

If you can associate your product with the hottest trend, then you're bound to achieve great success.

When a well-known international Olympic event takes place, you will notice sponsors associating their product with the occasion. You'll see them paying handsomely to have the right to claim that their product is the "official shoes" or "official drink" of that Olympic event.

You don't have to pay an expensive price to associate yourself with the trends though. You can simply put information about the trend in your sales message that associates it with

the product. For example, in my sales letter I mentioned that when you purchase this course, you'll be the Harry Potter of the persuasion world!

Associate yourself, your company, your product or service with the current hottest trends. Some websites will notify you when new trends or stories emerge. They include:

news.google.com

news.yahoo.com

msn.com

msnbc.com

cnn.com

cnet.com

In order to save time, you may subscribe to their RSS feeds so you may be alerted automatically when buzz-worthy stories arrive.

Here's a tool you can use to predict the potential popularity and origin of a trend:

<http://www.google.com/trends>

## Associate Your Product with a Specific Passion

Your friend loves magic, and you're selling a course about how to earn money on the internet. You can incorporate the 2 themes together so your material can be associated with their passion.

You can say something like "This **Houdini** internet marketing course allows you to **magically escape** the rat race by teaching you step-by-step how to earn big profits online at the shortest time."

## The Power of Anchors

There is a very powerful force in the world that allows you to get anything you want through your own acts or by subconsciously commanding others to render it to you.

It does not take a magician or hypnotist to do it. Even an ordinary individual has the capacity to achieve it through constant practice.

Imagine the power if you could just do a simple act and you'll instantly be able to change your mood or energy level. Just imagine the power of having others do whatever you want them to do without them being consciously aware of it.

When I mention the word oranges, your mind processes the image, your mouth may begin to water, and you may even remember the times when you and your special someone were enjoying and eating the oranges together.

Here's another example.

Have you watched a movie that was so touching it made you cry? In one of the movie's most moving scenes, there was sad background music.

Two months later, you're listening to the radio. You heard the same sad song from that movie. You suddenly remembered the scene, the actors, the emotions, even the person seated next to you who was also crying two months ago.

You felt the sensation all over again. You recollected the sentimental mood because of that same music.

An anchor is being employed here.

What is an anchor? An anchor is a compelling and influential connection of something seen, heard, touched, smelled, or tasted with a specific memory or representation.

You associate something experienced in the past with a state correlating to the present.

## **How To Use An Anchor**

Reflect on a time when you had a totally exciting, fun, or happy experience. Engage yourself thoroughly on that wonderful feeling. See, hear, taste, smell, and feel everything around you.

Then create an anchor. Clench your fist in excitement, listen to a lively song, squeeze your thumb and middle finger together, or just do anything you can think of, as long as it's something that creates intensity within you when it brings you back to that moment.

After about 1 to 3 minutes, let go of the anchor while still engrossed in that state. Wait for a few seconds, then break out of that state.

The more intense and passionate the experience the better anchor you will create. If you're going to visualize and reminisce the times you went hiking in the mountains, enhance the sensations before assigning an anchor.

Feel the refreshing atmosphere, see the lush green flora, smell the fresh mountain air, smell the barbecue, play with the fireflies. It would be so much better if you are actually hiking in the mountains. The actual experience is much more conducive to creating an anchor.

Let's say the anchor you've created is a large snapshot of your entire team, with the invigorating view of the mountains as the background.

Then next time you feel blue or stressed out, just look at that picture and you'll feel calm and relaxed. It's as if you were brought back to the mountains. You'll feel stimulated and energized.

## **Application Of Anchors To Other People**

Let's say whenever your friend pats you on the back, you whistle a happy tune. You did this every time.

Next time when you want him to pat you on the back, all you've got to do is whistle that same happy tune. He won't even be aware that you've programmed him to do it every time he hears that tune.

This takes a little more practice though; but once you've accomplished it, you're in big business.

Be forewarned! Never intentionally apply anchors to manipulate other people. Create an anchor in low-risk situations.

Put anchors to good use.

A manager of a company would always say in a loud enthusiastic voice "Fantastic Job!" to anyone who has performed beyond his expectations.

Due to his encouragement, that manager's department is the most satisfied and motivated in the whole company.

Every time they hear the manager say "Fantastic Job!" to anyone in the office, they would remember the happy and fulfilled feeling when they were the ones being congratulated. That would then motivate the staff to do their very best.

Anchors can be extremely powerful. Apply them wisely.

As said in the Spiderman movie, "With great power comes great responsibility."

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**If you find this chapter helpful, then I'm 100% confident you'll be blown away by the full version of How to be an Expert Persuader.**

**Several persuasion secrets are revealed within its 229 pages to help you hypnotically persuade anyone to willingly and eagerly do what you want.**

**If just one of these secrets can dramatically transform your life, wouldn't you think it's worth looking into?**

**[Click Here Now to become a Powerful Expert Persuader](#)**

Thousands of satisfied customers, including persuasion experts and self-improvement authorities, are raving about how this course has dramatically helped them in almost every aspect of their life. You don't want to get left behind, right?

Here's what some of my satisfied readers have to say:

**"By Far the Best Guidebook of Persuasion and Influential Techniques Ever Written..."**

"How to Become an Expert Persuader" is by far the **best guidebook of persuasion and influential techniques** ever written. You could read dozens of books trying to find the information Michael has condensed into this one easy-to-follow volume.

Not only has this book helped me to personally "win friends and influence people," but I've received excellent feedback from my readers who absolutely

love this book. Great job, Michael, and thanks for all the priceless information!

Andreas Ohrt, Mind Power Expert  
www.MindPowerNews.com  
www.SecretMindPower.com

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**"One of the Best Books I've Seen on the Science of Persuasion..."**

Whatever you want to do in life, you need the cooperation of other people. Learning how to persuade other people is essential to success in any aspect of life, whether we're talking sales, business, dating, or even parenting.

"How To Be an Expert Persuader" is **one of the best books** I've seen on the science of persuasion. Michael leads you by the hand and gently guides you through the wild jungle of NLP theory and techniques to guide you to the knowledge and skills that will enable you to accomplish anything and everything you want in life.

Once you've finished this book, you will find persuasion to be an easy and natural skill to use.

- Alan Tutt, Persuasion and Mind Power Expert  
www.KeysToPower.com  
www.PowerTrainingAcad.com

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**"Michael's Writing Style And Interesting Stories Kept Me Interested All The Way Through The Entire Book"**

Being a devoted husband, father, teacher and business owner, I consider myself fairly experienced in the art of persuasion. However, I picked up some great new ideas and methods of how to speak to people.

Michael's writing style and interesting stories kept me interested all the way through the entire book. Whether you would like to improve your negotiation skills with your business partners to grow your company or just with your own family and friends to make your life easier, I recommend getting a copy of, "How to Become an Expert Persuader" now.

Jeremy Gislason  
http://www.SureFireWealth.com  
http://www.SavingYourTime.com

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## **"This eBook Is An Absolute Masterpiece!!!"**

I don't know anything more valuable than being able to help people achieve their dreams and desires and this extraordinary ebook does exactly that.

Also nothing has ever captured my attention or given me the most help in my personal and business life than what this product teaches...

My advice to anyone visiting this website. Invest in this book today and be assured you've made one of the **best decisions** and **smartest investments** in your life!"

Mason Ramm  
www.HowToEarnALivingOnline.com

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**"Full of Uplifting Ideas to Better Position Myself in All Types of Negotiating Situations..."**

Hi Michael,

I found your 20 day Persuasion ebook full of uplifting ideas to better position myself in all types of negotiating situations. But not only that... I also discovered other concepts to help balance out other situations that come up in life - and how to best handle them... This is really a well thought out helpful book.

Michael Nicholas  
www.OrderButtonTriggers.com

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**"Techniques That Really Work Because They Are Tried And Tested And Have Personally Worked For Me..."**

No matter what you are: an executive, a lawyer, a doctor or a salesman, Mike Lee's system is complete with techniques to get what you want. Techniques that really work because they are tried and tested and have personally worked for me !

**This is a must** for those who feel that they are being pushed around against their will and cannot have things their way. It is a must to succeed in life. This helps them to secure for themselves win-win situations, no matter how difficult the circumstances.



This is positively, steps ahead of "How to Win Friends and Influence People."

A C Shyam Raj  
COCHIN  
Kerala, India

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**"Real Life Methods and Tips That I Can Use Everyday..."**

"Hey Michael,

And I thought accountants were square. You definitely 'persuaded' me to change my perception.

I really like your book because it focus on real life methods and tips that I can use everyday.

Unlike other books which are a bunch of theories, I find your book interesting and **very,very practical**.

**Two thumbs up!"**

Melvin Ng  
"How To Double Your Reading Speed In Just 16-Minutes"  
<http://BestSpeedReadingCourse.com>

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**"Michael's 20 Day Persuasion is very Motivational!"**

As a programmer, consultant, business owner and a father, I think I'm good in the art of persuasion and when I read your book I see your good points and you also know what you're doing.

I love your writing style and the sample stories. I told my list that if you are in business you need his copy on how to persuade people. You too can become an Expert Persuader in less than 20 days!

Best Regards,

Ross Dalangin  
<http://www.RPQM.com>  
<http://www.P1M.org>  
<http://www.WebQuartet.com>

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**"A No-Fail Way to Break Through Any Block You're Experiencing In Life..."**

Mike, Your "How To Be an Expert Persuader...In 20 Days or Less" contains a lot of good and helpful information!

The chapter that has helped me the most so far is "Ask And You Shall Receive." It is a **no-fail way** to break through any block you're experiencing in life!

I'm sure that everyone will find something in "Persuasion Wizard" to help them make big changes in their life.

Thanks!  
Glenda Ball,  
Salisbury NC USA

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**"I'll Definitely Be Recommending It to Everybody I Know..."**

Hiya Michael,

Just read through your book, and **I love it!** Lots of interesting information and great hints and tips. It's definitely a book I'm going to have to re-read a few times. I look forward to trying out some of the techniques too.

I'll definitely be **recommending it to everybody** I know.

Anna-Marie Stewart  
Author of "Forget The Hype!"  
www.annamarketing.com

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**"After Reading the First Chapter, I Couldn't Resist Reading the Rest of It..."**

Hi Michael,

Your book is awesome! It has **so many powerful techniques** about persuading anyone into doing almost anything for you - from getting to know people upfront to getting sales immediately.

After reading the first chapter, I couldn't resist reading the rest of it.

Your "Expert Persuader" is an absolute gold mine for people who really want to learn the art of persuasion.

Considering the very low price you are selling it, **anyone would have to be a fool to pass up this offer.**

Thank you very much for such an amazing book.

Darin A. Gordon

<http://www.daringordon.com>

### **When you become an Expert Persuader just like me...**

- You get to **easily sell much more** of your products to anyone and **enjoy a profit explosion!**
- You get to naturally **attract the opposite sex** and **have a satisfying love life!**
- You get to effortlessly **get along with anyone** and **expand your network of friends!**
- You get to **hypnotize anyone** with your words, even if you have zero knowledge in hypnosis!
- You get to **feel important, be popular and powerful** among your friends!
- You get to wow any job interviewer and **secure your dream job!**
- You get to effectively persuade your boss to **get that much-coveted promotion or raise!**
- You get **paid expensive fees** to write hypnotic sales letters for others!
- You get to **smoothly talk** your way out of any tight or embarrassing situation!
- You get to motivate yourself and others to **achieve amazing things!**
- You get to **be liked, trusted, respected and admired** by everyone!
- You get to set up a "shield" to **protect yourself** from being manipulated or tricked!
- You get to influence others to **learn faster**
- You get to inspire your employees to **do a good job** and **become more productive** (if you're a manager)!

I look forward to sharing with you the most powerful secrets that I have studied, researched, tested, and applied to successfully persuade and influence anyone to your way of thinking.

**You now have the most distinct advantage and privilege to take the easiest shortcut to persuasion success.**

**[Click Here Now to become a Powerful Expert Persuader](#)**

To Your Huge Success,  
Michael Lee

**P.S.** If you have achieved your dreams by applying just one method from **How to be an Expert Persuader**, would you share your story with me? If one technique can dramatically transform your life, just imagine what you can do with your **"secret" persuasion powers** if you master many of them!

**P.P.S. Bottom-line:** If you know how to hypnotically persuade and influence people, you will achieve **massive success in everything you do** because persuasion impacts almost all aspects of your life. Investing in this course is the best decision you can make for yourself, don't you agree?

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