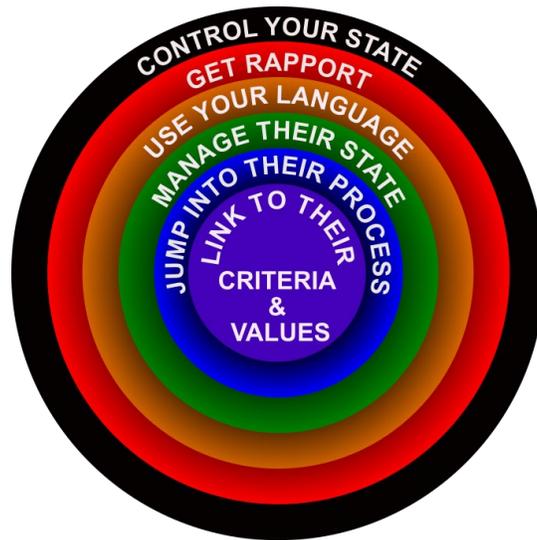




# Conversational Persuasion & Influence

## Real World Conversational Hypnosis



**Level Three:  
Strategic Conversational Belief Change**

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# Beliefs – Inside and Out

Everything human beings do is in response to a feeling. It is either a feeling they want more of, or a feeling they want less of.

While feelings are the motivating force inside of human beings in that we seek to move toward pain and away from pleasure; what mechanism determines the generation of those feelings, and more importantly how can we as influencers utilize that mechanism to achieve our human influence goals?

That brings to an often talked about, but little understood aspect of human beings known as beliefs.

Beliefs, or more globally, “belief systems” govern the towards and away from process in most if not all decisions, and ultimately behaviors that human beings engage in.

## But what is a belief?

Are beliefs truly the gargantuan, immovable icebergs inside our consciousness that everyone makes them out to be?

The answer, as with anything dealing the human mind is... It depends.

In this advanced course on human influence we will be discussing and training in the functional dynamics of human belief systems and most importantly how to influence and or change those belief systems using neuro active language and conversational hypnosis techniques.

### **Beliefs Defined:**

1. Something “believed”; an opinion or conviction.
2. Confidence in the truth or existence of something not immediately susceptible to rigorous proof
3. Confidence; faith; trust

**Belief Systems:** ... the set of beliefs that they have about what is right and wrong and what is true and false.

Functionally speaking, a belief is merely a decision we have made about the way the world is or is supposed to be, based on the information, feelings, and frames of reference we had at the time.

Belief systems are simply a “set” of these decisions, that a person uses to navigate in the world. Allowing for the ability to orient on what is desirable and what is not.

What is important about this “set of decisions” is that they are derived from as well as representative of a much more pervasive, comprehensive and subjective internal map of a person’s reality.

Beliefs are not real. Beliefs are decisions, and beliefs are filters that influence our perception of the world and everything and everyone in it.

Once a person generates a belief they tend to relate to those beliefs as if they are immutable, universal and “true”

Many things can influence the power that beliefs and belief systems have over our lives. Beliefs can empower or limit us.

They can take us to the heights of success, self-actualization and glory or keep us buried in the mud and mire of poverty, powerlessness and insecurity.

Ultimately how we understand and manage the phenomenon of belief within ourselves and others will irrevocably affect the course of our lives and the achievements we obtain.

Beliefs, and belief systems are everywhere they are a consistent and pervasive mechanism within the fundamental reality maps of every human being.

This universality is what makes beliefs and belief systems one of the most powerful tools of human influence that exist. A person who understands how to re-direct human belief is a force to be reckoned with.

In closing – Everything human beings do is in response to a feeling. A feeling they either want more of, or a feeling they want less of. Beliefs and belief systems are the mechanism by which those distinctions are created, maintained and transferred.

## **Beliefs and Belief Systems: A Functional-Structural Perspective**

- Beliefs are decisions/generalizations about the way the world is or should be
- Beliefs are NOT real, nor are they always true
- Beliefs act as filters of our perception of reality
- Beliefs are neither good nor bad they are simply useful or not
- Beliefs are part of a person's internal map of reality
- Everyone is programmed to sort for and seek out people with similar belief systems
- Consequently, we find those with differing beliefs potentially threatening and uncomfortable to be around for extended periods of time.
- Human beings treat their belief systems as sacred
- Beliefs come in sets known as belief systems
- They have a hierarchy of power and scope of influence
- Higher beliefs dominate and control lower beliefs in the hierarchy
- Beliefs have a structure
- This structure is a universal constant among all human beings
- This structure is reflected in the language humans use to communicate
- We can use language to influence the internal structure of a person's belief or belief system and influence what or how they believe

## Hierarchy of Beliefs: The Big Picture

Beliefs are organized into sub systems. These subsystems are arranged in an archetypal/hierarchical structure.

Beliefs at the top of the hierarchy control and override beliefs residing lower in the hierarchy Environmental level change is the most fundamental and most influenced by higher levels

### Neurological Levels

Learning occurs at different levels. Originally this model was developed by Robert Dilts.

1. **The Environment:** the context, our surroundings and the other people we relate to
2. **Behaviour:** the specific actions we take
3. **Capabilities** (and skills): what we can do
4. **Beliefs** (and values): what we believe and what matters to us
5. **Identity:** our basic sense of self, our core values and mission in life
6. **Spiritual:** most people have something beyond themselves which they relate to

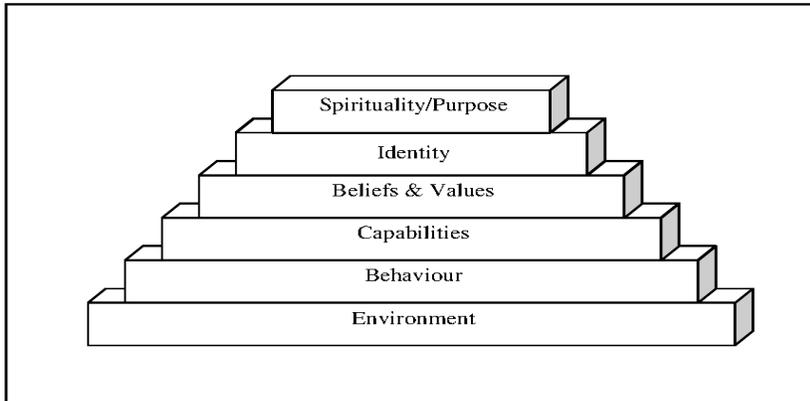


Figure 1: Neurological Levels

In the processes of learning, change and communication there are “natural hierarchies”.

#### The function of each level is to organize the level below

- Rules for changing beliefs on one level may be different for change rules on the level below it
- Changing something at the upper levels must modify the levels below to support and accommodate the higher-level belief
- The Belief Categories Above Are More Influential Than the Belief Patterns Below.

1. **Transpersonal/Spiritual** Is More Dominant and Pervasive than the Identity Level
2. The **Identity** level is more dominant and pervasive than the beliefs and values level
3. The **Beliefs and Values** level is more dominant and pervasive than the capabilities level
4. The **Capabilities** level is more dominant and pervasive than the environmental level
5. The **Environmental** level is the most fundamental and easiest level to modify

However, because of their subjective nature humans often “confuse” one level of belief for another.

This “*confusion of logical levels of belief*” is often at the heart of many limiting beliefs and behaviors we express and/or experience.

This most often happens when people confuse something they do (a behavior) with something they are. (an identity). In NLP terms, this is called a confusion of logical levels of belief.

## Theoretical Scope of Beliefs Categories

<u>Transpersonal Beliefs</u>	<u>Spiritual</u>	<u>Transmission</u>
<b>Identity</b>	<i>Who I am</i>	Mission
<b>Belief Systems:</b> <u>Values/Criteria</u>	<i>Why I Do</i>	Permission/Motivation
<b>Capabilities:</b> <u>States, Strategies, ___</u>	<i>How I Do</i>	Direction
<b>Behaviors:</b>	<i>What I Do</i>	Actions
<b>Environment:</b> <u>External Context</u>	<i>Where, When</i>	Reactions

## Neurological Levels – Neuro-Systemic Influence

Input at these different levels engender a deeper commitment of neurological “circuitry” thereby generating more systemic and synergistic actions and responses.

<b>Spiritual</b>	Holographic	System as A Whole
<b>Identity</b>	Immune/Endocrine	Deep Life-Sustaining Functions
<b>Beliefs</b>	Autonomic System <i>(heart rate, pupil dilation, etc.)</i>	Unconscious Responses
<b>Capabilities</b>	Cortical Systems <i>(eye movements, posture, etc.)</i>	Semi-conscious actions
<b>Behaviors</b>	Motor System <i>(pyramidal, cerebellum)</i>	Conscious Actions
<b>Environment</b>	Peripheral System	Sensation/Reflex Reactions

## The Structure of a Belief

Beliefs are decisions, functionally they are generalizations about

- The way the world is or should be,
- What is right, what is wrong,
- Who we are and who we are not.

Human beings have beliefs about anything that a human can conceive of. Every human being holds their beliefs as immutable, or at the very least ‘sacred’

**But all beliefs in all humans have a similar structure to them regardless of the content.**

You can think of this structure as a “framework of pipes or wires” the configuration of the pipes or wires never changes, but the energy, information or content we pass through it is infinitely changeable.

As information flows through this structure in a specific sequence it results in the encoding of an experience of the world that influences our how we perceive the world and our governs our relationship to it.

### Functionally on A Structural Level –

- All beliefs have at least one cause
- All beliefs have at least one meaning
- The cause of a belief is an event or experience that leads to an effect.
- This cause and effect sequence are expressed in the CPI system as:



Whereas the X, represents something we know to be true because we experienced it either directly:

**Example:**

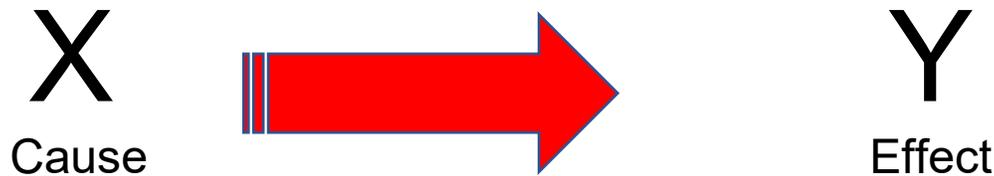
“Eating Chocolate Makes Me Happy”

**Or Indirectly:**

**Example:**

“Mommy told me that eating chocolate will make me feel happy”

The arrow representing the linking process, and the Y representing what we hold to be the result of X.



By indirectly, I mean that the information came to us through a trusted source that we accept uncritically as giving us the truth.

**For Example:**

A child will usually accept a parent influence uncritically for many years before developing the ability to critically appraise what the parent is communicating. Automatically adopting and accepting as fundamentally true anything the parent says or does.

## **Authority Influences Belief:**

Human beings are neurologically pre-disposed to accepting and uncritically complying with suggestion that is delivered by a perceived authority figure or trusted source. *Reference Killer Influence – Secrets of Covert Hypnosis – Four Pillars of irresistible Hypnotic Influence.*

Once human beings undergo the above sequence of experiences, our subconscious mind will process the data of that experience (filtered through the logical levels of belief) and establish a series of “meanings” derived from or by that encoded representation of that primary experience

These “meanings” are judgments and decisions made from the internal representation of the experience.

### **We make decisions like...**

- That was good, that was bad,
- This is right, this is wrong.
- This hurt, this feels good.
- That should have happened or should not have happened. Etc.

We then streamline these derived judgments into something we can communicate and or cognitively process easier and faster thus creating the second aspect of belief structure – the equivalence or meaning, so a sequence of transformation might look like.

### **Directly:**

Chocolate Makes Me Feel Good, I ate the chocolate, I felt good.

### **Judgement/Equivalence – Chocolate is Good**

In the meaning making process the experience of eating chocolate has been deleted, the idea of good has been generalize or distorted.

What is left is what Neuro Linguistic Programming and linguistics call a complex equivalence statement.

In a complex equivalence statement two things are equivalent or “mean” the same thing. The structure that emerges underlying complex equivalence statements is



Human beings are applying these processes reflexively to everything they experience.

Most of this is completely outside of conscious awareness but is revealed in their spoken language in the form of presuppositions, and other meta-model violations.

(see appendix – Meta-Model)

In the process of belief making:

**First**, we undergo the experience, i.e. we become aware of the event externally then represent it to ourselves internally (encode it)

**Second:** We determine a causal relationship between the sequence of events and the experience we have of it.

**Third:** We assign a meaning or meanings to those subjective encoded experiences and give them an analogous relationship i.e. One is the same as the other, in the process information is deleted, distorted or generalized to streamline the meaning making process.

**All of this of course begs the question...**

**So, What...?**

**How Do We Use It?**

## CPI Level Three: Renegade Reframing and The Art of Conversational Belief Change

### Changing Beliefs:

All beliefs are built from two structures that work together much like an algebra problem with place holders for variables.

X  Y

X  Y

When you combine them, you get a structure that looks like this...

X  Y  Z

Or to put it in functional terms

**Cause → Effect = Meaning**

This is the structure all beliefs are coded in.

To change the effect or product of the belief formula...

All you need to do is change the X Y or Z and the result of the formula changes automatically.

In other words, the resulting product is a change in the belief.

The challenge will be getting the subject to accept the new variable that results in the corresponding belief change.

In the following sections you will be introduced to a series of 14 (fourteen) specific strategies that you can employ for changing/influencing the data/content flowing through the belief structures.



For easy reference we have divided these fourteen strategies or patterns of influence into categories of technique for easy of learning.

In application they can be used in any combination.

You will also be introduced to methods for making your ability to implement these patterns easier.

**Please Note:** A strong foundation in CPI universal persuasion protocol as taught in STEALTH CPI and Killer Influence – Secrets of Covert Hypnosis is Highly Recommended

## **Patterns of Conversational Belief Change:**

There are four basic strategies we can employ to change beliefs

- 1. Change the Meaning (Equivalences)**
- 2. Change the Causes (Cause/Effect)**
- 3. Change or Challenge Comparisons**
- 4. Change Logical Levels**

## Changing Beliefs Two – Pre-Frames

**A Pre-frame** is altering and earlier meaning, intention or cause to get what you want.

Making up or manipulating a context in the past which frames the belief in such a way as to cause the person to change it per your suggestion.

This category usually works best when combined with other patterns. This can be used as a powerful way to pace, prior to attacking the belief.

### **Pattern:**

**A: Modify the Prior Intention:** (your intention wasn't X; it was really Y)

Invent and insert a purpose or intention for the belief which you can then use as leverage and insert it in the place holder below

**STEM:** *You have that belief, so you can...* \_\_\_\_\_.

- Because you want...
- Because you need...
- Because you can't...

### **B. Modify the Prior Cause:**

Make up a previous event that caused the belief and can be used as leverage

**STEM:** *You have that belief because...* \_\_\_\_\_.

## Changing Beliefs Three – De-framing

Please note to employ de-framing strategies one must be familiar with NLP- Meta Model or similar strategies for deconstructing language and recovering the deep structure.

See NLP practitioner certification, STEALTH CPI and Killer Influence Secrets of Covert Hypnosis.

See appendix – unpack to attack

*De-Framing Uses meta-model distinctions to uncovers and challenge the structure or internal representation of a belief*

**De-frame A – Chunking Down** Break the belief down into smaller parts and challenge the part instead of the whole.

- How Specifically?
- What specifically?
- When Specifically?
- Who specifically?

## De-frame B – Reality Strategy

How do you know? What do you (VAKOG) specifically to represent that in your mind? (Then attack that using the this or another of the patterns.)

**STEM:** *How Do You Know* \_\_\_\_\_, ... *Maybe You Don't, maybe it's really that* \_\_\_\_\_.

*(insert alternative reframe meaning content etc., intention or behavior)*

## ***Changing Beliefs Four – Re-Framing***

### **Content Reframing –**

***NLP recognizes two primary forms of reframing – A. Content Reframing and Context Reframing.***

***Context Reframing*** is a strategy whereby the operator seeks to change the belief by manipulating the context in which it occurs from an inappropriate context to an appropriate one.

*In contrast the other form of reframing seeks to find an element within the content of the belief and change the meaning or significance of that one piece thereby changing the outcome of the belief strategy.*

*This is known as a **content reframe***

*Here we will focus on strategies involving the content of a belief and changing it from within.*

***Content Reframes challenge a part of the belief's content by:***

- 1. Redefining A Part – Intention, Behavior, State***
- 2. Providing a Counter Example***
- 3. Applying or Turning the Belief Back on Itself***

**PATTERNS:**

**Re-Define:** allow you to substitute a new definition of the behavior, state or intention behind a stated belief to one that you choose by *first invalidating the subjects stated definition and re-defining it with your own.*

**External Behavior:**

External behavior/event doesn't cause/equal [stated feelings/thoughts] it causes>equals [your new definition]

**STEM:** *It's not \_\_\_\_\_, it really \_\_\_\_\_.*

**Example:**

*It's not that you are afraid to fly, it's just that no one ever showed you just how much fun and safe air travel can be!*

**It's not X, It's really Y**

**Internal State:** your (emotional state) isn't caused by [event/cause] it's really caused by [some other event]

**STEM:** *You aren't \_\_\_\_\_ because of \_\_\_\_\_.*  
*You Are \_\_\_\_\_ because of \_\_\_\_\_.*

**Example:**

*You aren't upset because you got fired, you are upset because you didn't get to quit first.*

**You aren't X because Y, You Are X because Z.**

**Reflexively Apply to Itself/Subject:**

1. **Apply to External Behavior:** Turn the external event back at the person

**Classic Example One:**

**Stated Belief** - “Saying mean things means you are a bad person”

**Response/Reframe** – *That’s a pretty mean thing to say.*

**Classic Example Two:**

**Stated Belief** – “Saying mean things means you are a bad person”

**Response/Reframe:** “Bad people always tend to find only the bad in others.”

2. **Apply to internal State:** Turn the internal state back at the person

**Classic Example One:**

**Stated Belief** - “Saying mean things means you are a bad person”

**Response/Reframe** – *That’s a pretty mean thing to say.*

**Classic Example Two:**

**Stated Belief** – “Saying mean things means you are a bad person”

**Response/Reframe:** “Bad people always tend to find only the bad in others.”

**Counter Example:**

Do you know of any examples where X [stated belief/behavior] caused something other than y?

Do you know of any examples where something other than x caused y?

**STEM:** *So, you are saying \_\_\_\_\_ but perhaps you are forgetting \_\_\_\_\_, How can you say \_\_\_\_\_,*

*So, you are saying x caused y,  
but perhaps you are forgetting the times when x causes z.  
How can you say x causes y when you know it causes z?*

**Classic Example One:**

**Stated Belief** - “Saying mean things means you are a bad person”

**Response/Reframe –**

- “Well isn’t it possible to say mean things and not be a bad person?”.

**Classic Example Two:**

**Stated Belief** – “Saying mean things means you are a bad person”

**Response/Reframe:**

“Isn’t it possible to be a bad person and not say mean things?”

Isn't it possible to \_\_\_\_\_ and not be \_\_\_\_\_?

### **Substitute (Mind Read)**

This is very similar to a redefine, with the exception that we do not invalidate the subjects stated belief, behavior or internal state or intention. And redefine it. Rather we directly substitute our own pre-determined meaning to the external behavior, or internal state.

This is very similar to a “mind read” from the Milton model.

**External Behavior** – We state that the [external event/behavior] is actually, (invent a plausible intention for it that suits your needs)

**Example:** *Your hesitation demonstrates just what a careful and meticulous person you are and really shows how much you care about being part of this project.*

Your \_\_\_\_\_ Shows \_\_\_\_\_.

### **Example 2 – Deconstruct it...**

**“Good people know good people and that exactly why you are here”**

**Internal State:** [external event/behavior] is because, (invent a plausible cause for it that suits your needs)

**Example:**

*You showed up early because you are obviously eager to get started.*

**S.T.E.A.L.T.H. Principles of Strategic Belief Change.**

**1. Follow the Universal Persuasion Protocol i.e. the CPI Model**

- Know Your Outcome
- Control your State
- Get rapport
- Use Your language
- Manage Their State
- Jump into Their process
- Link to The Criteria and Values

**2. Echo, Echo Echo...**

*Human beings can't fight their own words, and even when they choose to, it's very hard to mount a defense.*

*Using your targets words directly influences the deepest level of their neurology allowing you to generate maximum rapport and attention in their world in minimum time while deeply lowering resistance to your persuasive message.*

**3. Soften Everything You Say**

*Many of the patterns and approaches used to change beliefs in regular conversations can be extremely invasive and confrontational*

*In order to maximize your persuasion impact, you must soften and lubricate your interventions softeners*

**4. Unpack to Attack:**

*All Beliefs, including those that come in the form of an objection are stated in cause and effect or complex equivalence words and structures.*

*However, in many cases one half of the belief is left “unstated” in order to more fully neutralize and change the old belief the operator must know both halves of the belief*

*In many cases simply asking the question “Because...?) will elicit the unspoken half of the belief that is most conducive to change*

### **5. Use Questions Strategically:**

*Have a good grasp of the NLP meta model, or the model*

*Remember that people generally hold their belief systems as sacred and instinctively resist rhetorical arguments designed to change their minds.*

*Human beings resist what they are told, but almost never what they conclude, learn to ask questions that lead your target to the conclusion you want them to make without being overtly obvious or invasive*

*If you can lead your subject to generate their own reasons for changing a belief or objection your job gets easier (autonomizer/resistance removal protocol)*

### **6. Stack Your Interventions:**

**No Pattern is an island.**

*Remember that while each of these patterns can be effective, many of your best approaches will involve stacking the patterns together and in conjunction with the Echo Technique and the Universal Persuasion Protocol (CPI Model)*

*Start with What You Know.*

*It's not important how many patterns you know, but rather how many you can effectively use. Remember boxers only have five punches but they can combine them in any sequence and adapt instantly to changing situations.*

***Pay Attention:***

*Human beings are constantly projecting their internal processes into the world around them as a hypnotic operator you must be attentive to the stream of information your subject is sending and use that information to effect change in their belief system and/or overcome their objections.*

*If you are having to resort to these patterns during a sales or business context, you already missed some piece of information that would have neutralized the need for overcoming a potential objection.*

## Plausibility Power

- How beliefs are held in place?
- How is it that people can believe things that are not provable?
- How Does A premise go from plausible to believable to believed?

George Polya, a mathematician in the 1950's wanted to understand that as well.

Polya's research revealed patterns of human inference that guide the process of going from something that is plausible, to possible to believable to believe despite no evidence to the prove it.

**Research by Eric Knowles et. Al.**, supports the idea that plausibility is a powerful driving force in the operation and management of belief systems

### **Polya: Patterns of Plausible Inference\***

#### **Meta Pattern: Probability**

The likelihood that something will occur again based on its past performance (measured by occurrences ÷ opportunities).

The more something occurs the more we believe it will occur again.

If something which is not very probable occurs, it tends to validate the cause-effect belief which predicted it.

#### **Meta Pattern: Verification of a Consequence**

If a belief (B) implies a consequence (C) and we verify that consequence then it makes the belief more plausible (it does not prove it however).

The degree of plausibility will be stronger if there is a lack of other probable causes.

IF B implies C AND C is true THEN B is more credible.

- A. Successive Verification of Several Consequences.
- B. Verification of an Improbable Consequence (Extremes).

*In English Please...*

*If a theory (belief) implies a specific result or outcome, and we can verify that outcome has occurred, then we will tend to accept it as proof that theory/belief IS the actual cause of the outcome, but it still does not actually prove causation.*

### **Meta Pattern: Disprove the Converse**

The plausibility of a belief (B) increases if a rival conjecture (C) is disproved.

IF B is competing with C AND C is false THEN B is more credible.

In English please...

*If there are two possible theories competing for a belief and I disprove one, it implies and creates the illusion that the other theory is true or real.*

### **Meta Pattern: Inference from Analogy**

A belief (B) is more plausible if an analogous conjecture (A) is proven true.

If the analogy cannot be shown to be true but it can be shown to be credible then it still increases the plausibility of the analogous belief.

### **Meta Pattern: Contingency**

If a belief (B) presupposes (or requires as a pre- condition) some event or phenomenon and we verify this contingent event (C) then it makes the belief

more plausible.

The degree of plausibility will be stronger if the contingent phenomenon would not probably occur in and of itself.

IF B presupposes C AND C is true THEN B is more credible.

**Meta Pattern: Comparison with Random** - If a belief can be shown to predict a particular result with better than random accuracy then it is more credible.

**Example:**

**NLP Eye Accessing Cue**

**The first pattern** is quite straightforward.

It's called the "**pattern of probability**," and it is simply the perceived likelihood that something will occur again based on its past performance, measured by occurrences divided by opportunities.

In other words, the more that something occurs, the more we believe it will occur again.

**Let's look at number two, "verification of a consequence."**

This pattern states that the verification of a consequence of a conjecture renders the conjecture more plausible.

In other words, if a belief, B, implies a consequence, C, and you verify that C is true, that makes B more plausible.

It's important to note that the verification does not *prove* that B is true; it merely increases the plausibility of B.

Also, the degree of plausibility will be greater if there is a lack of other probable causes for B.

**The third pattern, closely related to the previous one, is called "successive verification of several consequences."**

This pattern is the same as the previous one except that instead of verifying just one consequence, you verify several in a row.

Thus, suppose that B implies C, D, E, and F. If you then verify that C, D, E, and F are all true, that makes B even more plausible than if you had verified only C. Each time another consequence is verified, B's plausibility increases.

**The fourth pattern is called "verification of an improbable consequence."**

This one says that if something that is not very probable occurs, that occurrence tends to validate the cause effect belief that predicted it.

### **The fifth pattern is called “contingency.”**

This one says that if a belief presupposes or requires as a pre-condition some event or phenomenon and we verify that pre- condition, then it makes the belief more plausible.

The degree of plausibility will be stronger if the contingent phenomenon would not probably occur in and of itself.

A variation of this pattern is used all the time in criminal prosecutions. Suppose, for example, that believe a person committed the crime.

Suppose further that for them to have committed the crime, a certain pre-condition would have to have occurred. The verification of that pre-condition increases the plausibility of the belief that they did indeed commit the crime.

Here’s a more concrete. Let’s say Alice is accused of blowing up a ship. Now, Alice is a nice lady who has no criminal record and has never done anything wrong in her life. Our initial reaction might be that she couldn’t possibly have done this horrible thing. Besides, where would she get the explosives?

However, if the prosecution comes up with a receipt from Explosives ‘R Us showing that Alice did in fact buy explosives, that evidence increases the plausibility of the belief that she really was guilty after all.

### **The sixth pattern is called “inference from analogy.”**

According to this pattern, a belief, B, be is more plausible if an analogous belief, A, is proven to be true.

If the analogy cannot be shown to be true, but it can be shown to be credible – i.e., plausible – then it still increases the plausibility of the analogous belief.

It’s interesting that much of science is based on analogy.

This is because so much of scientific research employs animal testing, and animal testing is depending upon analogy.

**The seventh pattern is called “disproving the converse.”**

This pattern says that the plausibility of a belief increases if a rival belief is disproven.

Now this, of course, works best when there are only two competing beliefs.

If B is competing with C and C is proven false, then B becomes more plausible.

This happens all the time in politics. We often hear candidates say, in effect,

- *“Vote for me. I’m not him. He’s bad; he’s wrong. Therefore, I must be good.”*

The fact that this approach works so well is why we have such negative campaigning.

**The eighth and final pattern is called “comparison with random.”**

This pattern also is used in science a great deal.

It says that if a belief can be shown to predict a particular result with better than random accuracy, the plausibility of that belief is increased.

## **Group Exercises:**

### **Sample Belief List:**

1. Heart disease causes death.
2. Crime and poverty go hand in hand
3. You don't need to know NLP to be a good salesperson.  
You just need to be good at closing.
4. Persuasion skills are overrated as the cause of success.
5. I've been burned by get \_\_\_\_\_ before:  
I don't want to take a risk again.
6. Governments are corrupt.
7. Governments tax us so they can provide services we all need.
8. Saying that makes me get angry.
9. If you really wanted to help me make the right choice,  
you'd give me time to think about it.
10. I'd like a second opinion. Maybe they're better.
11. I'm not comfortable enough to make a purchase at this point.
12. If you really think this'll work, you'll wait to have sex with me.
13. If you love me, you'll have sex with me.
14. Thinking about this to long will cause you to miss out
15. They will come down in price if they really want to sell the house
16. I won't sell this house if I can't get more money for it.

17. Give me a better deal on this car or I won't feel good about buying it.
18. Aren't you a bit too young to be running for office?
19. You're an idiot
20. I don't want to visit with a religious fanatic today
21. Spoken like a true neuro linguistic programmer.
21. You sound like a typical politician.
22. You always interrupt me when I am talking.
23. You are always asking for money. What do I look like, a bank?
24. You're so old fashioned and set in your ways.
25. I want a raise
26. aren't you tired of waiting so long to get the car you really want?
27. wouldn't you like to feel the pride of ownership again

**Exercise One:**

**For each of the beliefs listed above.**

**Unpack/elicit the other half of the belief**

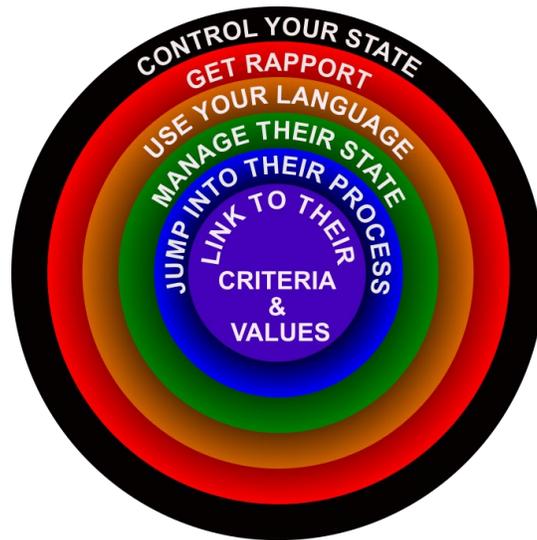
**Softeners:**

- I'm wondering ...
- I'm asking myself
- I'm curious...
- Just so I understand you better...
- Let me ask you this...
- Is it possible...?
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_
- \_\_\_\_\_



# Conversational Persuasion & Influence

## Real World Conversational Hypnosis



**Level Three: Vol. 2**  
**STEM -Pattern Templates**

**Redefine:**

**HINT:** *The external behavior or internal state does not cause or mean what they state it means. Substitute a new definition for the EB or IS.*

**A is not equal to B. A is equal to C and That's D**

**Example:**

- You're not listening to me means you don't love me.
- Its not that I don't love you, it just means I didn't hear you
- Listening is not loving. Listening is gathering information and that's something even enemies can do

**STEM:** It's not \_\_\_\_\_, It's \_\_\_\_\_.

**STEM:** \_\_\_\_\_ is not \_\_\_\_\_, X \_\_\_\_\_ is \_\_\_\_\_.

**Themes:** *Write 5 -10 beliefs and then use the pattern above to create an appropriate counter*

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**Reality Strategy:**

**Hint:** *How do they know that is true? What do you do to represent that in your mind (VAKOG)?*

**Theme/Examples:**

**You're not listening to me means you don't love me**

A. How do you know not listening means I don't love you? Maybe you don't, maybe it just means I have something on my mind that needs my undivided attention and I need to handle it before something bad happens

**STEM: How Do You Know \_\_\_\_\_?**

**STEM: How do you know, ... maybe you don't, maybe it's really \_\_\_\_\_?**

**Themes:** *Write 5 -10 beliefs and then use the pattern above to create an appropriate counter*

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**Model of World:**

**Hint:** In their world it means one thing, but in your world that belief, attitude or behavior or statement means something else. *(the implication being that their belief is inappropriate or incorrect in some way)*

**Theme/Examples:**

**You're not listening to me means you don't love me**

A. In your world, listening may loss of love, but in my world, it just means I didn't hear what you were saying.

B. In my world, listening has nothing to do with loving or not loving and everything to do with being focused on something specific.

**STEM:** \_\_\_\_\_ is an interesting model of the world.

**STEM:** In your world it may mean \_\_\_\_\_, but in my world it means \_\_\_\_\_.

**Themes:** Write 5 -10 beliefs and then use the pattern above to create an appropriate counter

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**META FRAME:**

*Hint: How is it possible they could believe that?*

**Theme/Examples:**

**You're not listening to me means you don't love me**

- A. You are only saying this because you haven't considering out total relationship
- B. You are only behaving that way because you want more attention from me.
- C. You are only saying that to make me feel bad.

**STEM: You are only doing/saying \_\_\_\_\_ to \_\_\_\_\_.**

**STEM: You just think that if you do \_\_\_\_\_, I'll do \_\_\_\_\_.**

**STEM: You are only Doing/Saying/Thinking \_\_\_\_\_ because \_\_\_\_\_.**

*Themes: Write 5 -10 beliefs and then use the pattern above to create an appropriate counter*

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## CHANGE SCOPE SIZE: Scope Modification

**Hint:** The pattern involves re-evaluating (or reinforcing) the implication of a particular action, generalization or judgment in the context of

- a longer/shorter time frame,
- a larger number of people or from an individual point of view,
- or a bigger/smaller perspective.

*What is something they haven't noticed? Use a different frame for the same behavior. Chunk Up to A Universal Quantifier*

### Theme/Examples:

#### You're not listening to me means you don't love me

- B. Sorry, I was thinking about how much I love you, what did you say?
- C. You'll love me more and when you realize I was on the phone closing the deal for the new house I bought for you.
- D. Talk to me like I am someone you love.
- E. I wonder if everyone who feels that way gets the same results you do

**STEM:** You may believe \_\_\_\_\_, but in the "**long run**<sup>1</sup>", when/after \_\_\_\_\_ you'll realize that \_\_\_\_\_.

**Themes:** Write 5 -10 beliefs and then use the pattern above to create an appropriate counter

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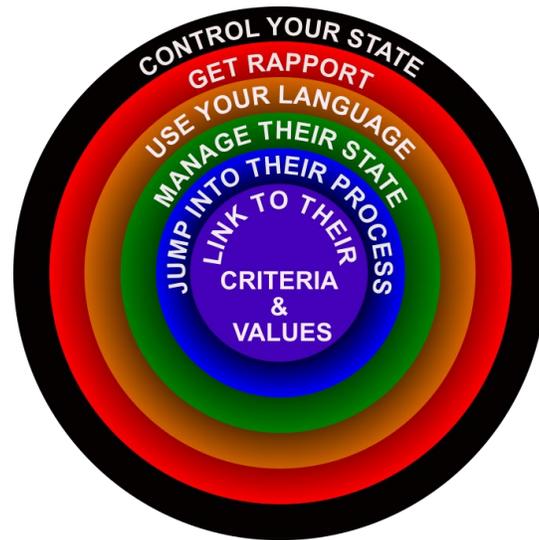
<sup>1</sup> Big picture, long term, short term, birds-eye view, interim, hindsight ...





# Conversational Persuasion & Influence

## Real World Conversational Hypnosis



**Level Three: Vol. 3**  
**Reframe Game Cards**

Dr. David L. Snyder DACM, C.Ht., MNLP, L.Ac.



**“Redefine A:  
External Behavior”**



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External Behavior”**



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**“Redefine A:  
External Behavior”**



**“Redefine B:  
Internal State”**



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Internal State”**



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Internal State”**



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Internal State”**



**“Redefine B:  
Internal State”**



**“Redefine B:  
Internal State”**



**“Redefine B:  
Internal State”**



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Consequences”



“Alternate Outcome”



“Alternate Outcome”



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“Alternate Outcome”



“Alternate Outcome”



“Alternate Outcome”



“Alternate Outcome”



“Alternate Outcome”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



“Counter-Example”



**Apply to Self:  
External Behavior**



**Apply to Self:  
External Behavior**



**Apply to Self:  
External Behavior**



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External Behavior**



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External Behavior**



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**Apply to Self:  
External Behavior**



**Apply to Self:  
External Behavior**



**Apply to Self:  
External Behavior**



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



Apply To Self: Internal State



“Allness”



“Allness”



“Allness”



“Allness”



“Allness”



“Allness”



“Allness”



“Allness”



“Allness”



“Allness”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



ierarchy of Criteria”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



“Hierarchy of Criteria”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



“Metaphor/Analogy”



Model of the World



Model of the World



Model of the World



Model of the World



Model of the World



Model of the World



Model of the World



Model of the World



Model of the World



Model of the World



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Change Frame Scope



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Meta Frame



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Modify Prior Intention



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Up: Exaggerate



Chunk Down



Chunk Down



Chunk Down



Chunk Down



Chunk Down



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Chunk Down



Chunk Down



Chunk Down



Chunk Down



Reality Strategy



Reality Strategy



Reality Strategy



Reality Strategy



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Reality Strategy



Reality Strategy