

# **An Introduction to Patterns of Persuasion.**

Based on a collection of emails from Jamie Smart, a sales trainer in England

## **How to use these patterns.**

Read each pattern description and examples out loud to get used to the words and how the pattern sounds when you say it. The primary message is the part in italics.

Note: Some of the patterns may appear to be “awkward” English at first. Just keep reading them out load.

After a pattern is easy to read, insert your own words into the pattern. Choose simple commands (enjoy reading every day) to 'fill in the blanks' for this pattern.

As you become more confident inserting your own words, continue reading the pattern aloud, even if you don't know what you're going to say. Your unconscious will often fill in the blanks! When that happens, you have achieved “unconscious competence” and your life will never be the same again.

## **You might become aware of \_\_\_\_\_ when you \_\_\_\_\_.**

You might become aware of "it", which presupposes it's already there, and all they have to do is find out what comes after the "when you".

You might become aware of a deepening sense of purpose when you *focus on what the speaker says on each CD*.

You might become aware of a new range of possibilities when you *allow your unconscious to start generating solutions*.

You might become aware of an emerging sense of confidence as you *practice this pattern to create rapport*. It's just a possibility!

## **A person can \_\_\_\_\_.**

A person can. I'm not saying who, so your unconscious assumes I mean you.

A person can *relax easily*.

A person can *get in touch with their own creativity*.

A person can *find imaginative ways to find customers*.

## **A person doesn't have to, [name], \_\_\_\_\_.**

And because I'm saying they don't have to, they are perfectly safe to imagine doing what it is.

A person doesn't have to, David, *understand everything about his business.*

A person doesn't have to, Elaine, *enjoy using quality skin care products.*

A person doesn't have to, Paul, *imagine owning a Porsche 911.*

## **A person is able to \_\_\_\_\_.**

Which person? The unconscious assumes it's you.

A person is able *to sleep quickly and awaken refreshed.*

A person is able *to develop an internal focus of attention.*

A person is able *to enjoy a certain facility with language.*

## **A person may not know \_\_\_\_\_.**

A person may not know. But in order to find out whether they are a person who does, or a person who doesn't, they have to go inside and find out, by which

time it's too late. Practice switching subjects from "a person" to "you" in the second half of the pattern.

A person may not know how much they remember of a business briefing.

A person may not know exactly how your *unconscious will signal that this business is for you.*

A person may not know when *you make the decision.*

**A person might, you know, \_\_\_\_\_.**

A person might, and that person might be you, and the 'you know' makes it almost seem like I know what you are thinking.

A person might, you know, *relax and enjoy the conversation.*

A person might, you know, *get a whole new perspective on this business.*

A person might, you know, *find these patterns blending in many aspects of your daily communication.*

**Imagine how good you'll feel when you \_\_\_\_\_.**

The unconscious doesn't distinguish between a real experience and a vividly imagined one. So engage their imagination!

*Imagine how good you'll feel when you're relaxing by your new pool in your own back yard.*

*Imagine how good you'll feel when you have finally resolved this fear of talking to people.*

*Imagine how good you'll feel when you've proved to yourself that you can get out of debt.*

**One of the things you're really going to love about \_\_\_\_\_ is \_\_\_\_\_.**

When I talk about one of the things you're going to love, it presupposes there are others too. And you're *really* going to love them!

One of the things you're really going to love about owning your own business is the feeling of power and control you get.

One of the things you're really going to love about our approach is how much money *you'll put in your pocket.*

One of the things you're really going to love about personal growth education is how quickly you *become irresistibly influential.*

## **By the time you've started to \_\_\_\_\_, you'll ...**

By the time you've started to? When exactly is that? I don't know, but by the time you've started to discover that, the suggestion's already gone in.

By the time you've started to *notice just how far you've come, you'll be really excited about the changes you've made.*

By the time you've started to *hear these patterns cropping up in your day-to-day speech, you'll really know you've learned them well.*

## **A person could \_\_\_\_\_.**

A person? Which person? The unconscious will assume it applies to the person you say it to.

A person could *open their eyes to new experiences.*

A person could *decide to learn more.*

A person could *listen carefully.*

## **What's it like when you \_\_\_\_\_?**

When I ask what it's like, you have to search through your experience to find the answer. In the meantime, in your mind you're doing the thing I've suggested.

What's it like when you *imagine having solved this money for good?*

What's it like when you *think about actually living in your own house?*

What's it like when you *imagine your business increasing 20% every month?*

## **Can you imagine \_\_\_\_\_?**

Can you imagine it? You have to create the "thing" in your mind in order to find out if you can or not.

Can you imagine *turning your car into your University on wheels?*

Can you imagine *waking up to find that your fear of rejection has just disappeared?*

Can you imagine *being able to develop unconscious competence by practicing these patterns?*

## **Don't \_\_\_\_\_ too quickly.**

You're going to do it, it's just a matter of how quickly, and we wouldn't want it to happen too quickly, now, would we? It's better to savour it!

Don't *become wealthy* too quickly.

Don't *learn about success* too quickly.

Don't *learn these patterns too quickly*.

## **Experience shows that \_\_\_\_\_.**

When you say "Experience shows", it can confer an air of authority. If you then talk about other people, you start to build consensus, one of the core principles of influence.

Experience shows that people who *buy our products* really enjoy them.

Experience shows that companies who *use our gift albums* cut their absentee costs by around 40%.

Experience shows that people who *master communication skills* become extremely influential.

## **What's important to you in a [*desire*]?**

When you ask "What's important", people tell you their criteria. Criteria are often words like performance, security, safety, or value for money. The specific words they use are 'hot buttons' you can use to influence them.

What's important to you in a nutritional product?

What's important to you in a success program?

What's important to you in a business mentor?

What's important to you in building relationships?

Once you know which buttons to press, you can present your case accordingly, using their specific criteria words.

## **Eventually \_\_\_\_.**

Eventually is such a non-specific word, that you can imagine almost anything happening ... eventually.

*Eventually, you will find ways to make sense of this business model.*

*Eventually, you will let that troublesome habit just slip away.*

*Eventually, these patterns will trip off your tongue as easily as your name.*

## **\_\_\_\_, isn't it? (doesn't it? aren't they? won't you? etc)**

"Isn't it" is called a tag question, and it makes a sentence difficult to disagree with. Other examples are "doesn't it", "aren't they", "won't you" etc.

It's easy to *make a quick decision* when you see just what you're looking for, isn't it.

People feel good about getting a good deal, don't they?

It's good to know that we can find the right package for you, isn't it?

You can *practice these patterns thoroughly*, can't you?

Say it with a descending voice tone indicating a statement (not ascending which indicates a question) and a gently nodding head for maximum impact.

## **How does it feel when you \_\_\_\_\_?**

How does it feel? It's a fair question, and in order to find out, you have to do what I've asked.

How does it feel when you *allow yourself to project confidence*?

How does it feel when you *get in touch with the part of you that remembers being slim*?

How does it feel when you *imagine your team mates cheering for you, as you cross stage in recognition of your accomplishments*?

## **How quickly can you \_\_\_\_\_?**

I'm not asking if you can, just how quickly you can.

How quickly can you *start to notice the increase in interest of another person*?

How quickly can you *become aware of the changes in non-verbal communications*?

How quickly can you *imagine really seeing the benefits of building a balanced business?*

***[person or company] told me "\_\_\_\_\_".***

*I'm not telling you, I'm just reporting what they told me, so there's no need to object or tell me I am wrong.*

One of the IBOS on our marketing team told me "Our ratio of profit earned to money spent is second to none."

When I first joined TeamTNT, Larry Thornhill told me "*Choose us* and you'll be glad you did for years to come."

Larry McCracken, the COB of Globalnet, once told me "You've waited long enough; it's time to make a decision" and I've always been grateful for his advice.

A millionaire once told me "*Read fifteen minutes every day and listen to one CD*", so I did!

## **I understand how you feel. [*Person*] felt that, and they found \_\_\_\_.**

This is a simple yet elegant way to overturn objections. First it paces the objection, then smoothly uses a 'mini-story' to make it safe for the person to change their mind.

For a price objection: I understand how you feel; Mr Jones felt the same way, but he found that the amount of money he saved in reduced injuries alone has justified the comparative small price of our Gift Incentive program.

I understand how you feel; Pelfco Ltd felt the same way, but they found the increased performance more than justified the decision to *buy this product*.

## **How would it feel if you \_\_\_\_?**

The 'would' makes it theoretical, so it's safe to go there. But you can change the tense part way through for extra oomph.

How would it feel if you *suddenly resolve to eat a healthier diet?*

How would it feel if you *find a new solution to your credit card problem?*

How would it feel if you *get a check in the mail every month?*

## **It's good to \_\_\_\_\_, isn't it?**

If I say something's good, and then follow it up with an "isn't it", then as long as what I've said isn't too objectionable, you're likely to agree. And once you start agreeing, it's good to keep agreeing, isn't it?

It's good to *imagine all the benefits* this is going to give you, isn't it?

It's good to get the best value for money, isn't it?

It's good to know that *you're learning rapidly*, isn't it?

## **I could say \_\_\_\_\_, but \_\_\_\_\_.**

I could say it, but I'm not going to, so it won't ruffle your feathers. Except I already did!

I could say *you have all the answers already within you, but you already know that.*

I could say *that you will understand these ideas quickly and easily, but it's going to be a few enjoyable minutes before you know them to be true.*

*I could say that being around the team will massively enhance your skills, but you are already recognizing that, aren't you?*

**I don't know exactly how \_\_\_\_\_.**

Not exactly, but it's going to happen.

*I don't know exactly how you'll know when this business is right for you.*

*I don't know exactly how you'll find the team helping you the most.*

*I don't know exactly how you're going to spend your bonus checks. That's for you to find out.*

**The sooner you \_\_\_\_\_, the sooner you \_\_\_\_\_.**

The sooner you X, the sooner you Y - it makes a connection that may not previously have been evident.

*The sooner you make this decision, the sooner you'll realize the benefits.*

*The sooner you learn about products, the sooner you can make instant money.*

*The sooner you learn to enjoy prospecting, the sooner you can start finding out just how influential you've become.*

**I don't know if you've already begun to notice \_\_\_\_\_.**

I don't know. Only you can know. To know that you know, you have to think about what is being said.

I don't know if you've already begun to notice *your confidence levels increasing as you learn more about your business.*

I don't know if you've already begun to notice *the ease with which you start conversations..*

I don't know if you've already begun to notice *the positive effects of listening to a CD every day.*

**People who have already decided to \_\_\_\_\_, [name], agree \_\_\_\_\_.**

It's those *people* again. And the word "agree" becomes the first word of a command, a tough one to disobey when it comes right after your name.

People who have already decided to *work with our team, David, agree that the results we deliver are second to none.*

People who have been using Double X, Susan, *agree that this is a fantastic product.*

People who have already decided to *study every day*, James, *agree that this is the best way to do it.*

**I wonder \_\_\_\_\_.**

Isn't it wonderful to wonder? Of course, when I wonder, you have to process the meaning of what I'm wondering about.

I wonder if you'll *just forget that you ever had that problem.*

I wonder what it will be like when you *get excited about your future.*

I wonder how quickly you'll begin to *see how helpful our team meetings are.*

**Some people say to me [*objection*] but I know that**

**\_\_\_\_\_.**

When you can predict the objection you're likely to get, you can overturn it in advance. Just state their objection in a painfully whiny tonality, then use a pleasant tone of voice to tell them what to think.

Some people say to me "I don't have time", but I know that you already realize the benefit is worth the time.

Some people say to me "It's not the right time for this", but I know that you aren't the kind of person who hides their head in the sand.

Some people say to me "Learning to build a business is just too hard" but I know that you *appreciate the value* of the skills you're building.

**Imagine how good you'll feel when you \_\_\_\_\_.**

The unconscious doesn't distinguish between a real experience and a vividly imagined one. So engage their imagination!

*Imagine how good you'll feel* when you're relaxing by the pool in your very own villa.

*Imagine how good you'll feel* when you have finally resolved this productivity issue.

*Imagine how good you'll feel* when you've proved to yourself that you can start a conversation with anyone.

**I wonder if you've already started to notice \_\_\_\_\_.**

I wonder if you've already started to *notice a little voice in your head saying "I can do this"*? It's not a matter of if it's happening, just a matter of whether you've already started to notice it or not.

I wonder if you've already started to *notice how much fun you can have building a business.*

That's all for now,  
Have a great day,  
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