

# Beyond "Story-Telling" The Real Secrets to Powerful Seduction!

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## **Warning:**

This special report is a bonus to the main report, "**Marketing Secrets of Seduction Masters.**"

The strategies revealed in this report are highly controversial. (Personally, I do not use some of the methods shared below to sell products, and probably never will. That's my personal choice.)

Please use your own judgment and use what you learn here *responsibly*, and at your own risk.

I would strongly advise that you use these strategies only to help others.

If you use it to take advantage of others, control or hurt them, I can guarantee you that it will come back and bite you in the rear. The universe has a way of balancing everything out, whether a person believes in that stuff or not.

You have been warned...

## **Beyond "Story-Telling" - The Real Secret to Powerful Seduction**

What I am about to share with you is deadly, powerful stuff.

There have been some people, throughout history, who have used this to control the masses, to lead them astray, to take advantage of them for personal gain. And, while they were successful in doing so, they also paid the price.

So, I must warn you again... please use this only for good. Otherwise, you will pay a steep price.

Onwards...

You may have noticed that some marketers recommend using stories to sell your products. That's a great strategy and you should use it in your marketing, and in your

## Beyond “Story-Telling”

sales copy. Stories are able to give the customer a better understanding of the concepts and benefits you’re about to explain to him/her.

The strategy I will reveal below takes “story-telling” to a powerful, new level...so powerful that I’m always very hesitant about sharing this strategy with others.

Before you can use this strategy effectively, you have to understand why and how it works. This is very important so please don’t skip over it. Without this understanding, the strategy will be useless.

The human mind is divided into two main sections: the conscious mind, and the subconscious (or unconscious) mind.

The conscious mind, the part of you that’s reading this report right now, thinks it’s in control. But it’s not!

All the important processes, all of your habits, beliefs and behaviors - the things that *really* control you – are stored in the *subconscious* mind.

The conscious mind is the one that’s steering the boat (so it thinks it’s in control.) The subconscious mind is the navigator! Understanding this fact will give you an uncanny power over yourself, and over others!

The conscious mind is also the “critic.” It’s the part of you that puts the shields up when you’re being sold to. It’s the part of you that’s always judging and evaluating things based only on the information you get through your five senses.

The masters of seduction know that in order to get you to do what they want, without your realizing that you’re being controlled by them, they have to slip under the radar of your conscious mind. They have to bypass the ‘critic’ and connect directly with your subconscious mind... the part of you that’s really in control.

Here’s how they do it...

The moment someone starts telling you a “story,” your conscious mind immediately shuts off the “critic” because it assumes that what you’re about to hear is just a ‘story’ – i.e. it’s fictional, it’s make believe. With the ‘critic’ out of the way, the guard is no longer at the gate. There is no resistance from the conscious mind... because as far as it’s concerned, you’re not being “sold” to, you’re being told a “story.”

The ‘story teller’ can now slip in *covert* messages to your subconscious mind, the part of you that’s in control of making all the *decisions*.

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You may have heard about “embedded commands” that some people use in their sales letters. Does that stuff really work?

Yes, and no. Embedded commands are phrases that are hidden within regular sentences. For example, if I wanted someone to get excited, I could say a seemingly-regular sentence to him which would include the hidden commands within it. When speaking to him, I will stress the command words more than the other words as I say the entire sentence to him. Here’s an example (the commands are shown in capital letters):

“You know, whenever I’m about to go on a vacation, I really start to FEEL VERY EXCITED the night before my trip. Do you ever feel that way?”

The command in the above sentence was “FEEL VERY EXCITED.” Marketers who have read about ‘embedded commands’ think that all you have to do is highlight, capitalize, bold or underline certain parts of the sales copy to magically turn them into embedded commands. That’s a bunch of crock. It doesn’t work that way.

There is a step that you need to take **before** you start using embedded commands, in order for it to work. I’ll explain that missing piece later.

For now, let’s continue with the “story telling” process...

Once the critical mind is out of the way, the seducer is able to slip just about any command he wants directly to the listener’s subconscious mind. In other words, he can lead the listener’s mind by using descriptive and sensory-rich language.

While the listener is enjoying an interesting story, the seducer is continuing to guide his/her subconscious mind with continued embedded commands, leading questions, and vivid descriptions. He is getting the listener to **imagine** the story vividly while he’s telling it. And if he’s really good, he will get the listener to start feeling all the emotions and sensations that happen within the story.

For example, if the person is a travel agent wanting to sell tickets to Hawaii, he would start talking about his own last vacation, which was...

...just “perfect.” And everything was just right, the weather, the surroundings, the clear blue waters, the golden sand. Oh, and the food was just incredible. Every bite would just MELT IN YOUR MOUTH.

And, let’s not forget about all those exotic drinks from the bar. You could JUST SIT ON THE BEACH ALL DAY..., HEAR the sounds of the CRASHING WAVES..., FEEL the warm sun on your skin, all while you’re miles away from the office and the ringing phone.

You would just FORGET about all your worries and concerns... and just ENJOY BEING IN PARADISE.

NOW... which date did you want me to book for you? ;-)

You get the idea. Instead of trying to sell the customer on the low price, or the great accommodations, or any of those things, he gets the customer to imagine the perfect vacation right now, while he's sitting across the table, or in his office chair (if it's a phone conversation.)

At that point, the marketer would close the deal by slipping some more embedded commands...

You know, as I was sitting in my office that day, getting stressed out over everything, I just decided that I was going to TAKE THIS VACATION RIGHT NOW."

"I realized that I could either STAY HERE and continue to GET STRESSED OUT... or I could just GO TO HAWAII... LEAVE ALL THE WORRY AND STRESS BEHIND and just GET LOST IN PARADISE. You know what I mean?"

After getting the customer to agree to the story, he would then say...

Well, when did **you** WANT TO GO?... RIGHT NOW, the weather is perfect. And the rates are really great too.

You are creating mental movies in his mind, and getting him to see the future right now. You're also slipping in embedded commands and instructing him on what to do. It's a double whammy.

Also, notice that he didn't say "would you like to go?" because the customer could say "NO" to that question. By asking him "When did you want to go," he has increased the odds of the customer giving an actual date, instead.

Plus, the embedded command, "WANT TO GO...RIGHT NOW" also helps to close the deal.

### **The Missing Piece That Makes It All Work!**

I mentioned earlier that there's a step that you need to do **before** you start using stories and embedded commands as shown above, in order for it to work. I'll explain that next.

As you may already know, it is a *lot* easier to sell to a previous customer than to a total stranger.

The reason is simple. People generally don't buy from strangers. They buy from people they've bought from before. They buy from people they've communicated with before. They buy from people they can "trust." They buy from people they have a "relationship" with.

Even when they do appear to buy from strangers, they're really buying from people they have a relationship with. Because a relationship can be formed within a month, a week, a day, and sometimes even within a few minutes.

When asked why they bought from a stranger's web site, most people responded with "I felt like he really *understood* me." At some point while reading the sales letter, the buyers felt that the seller really knew what the customers were going through, what they were searching for. That type of understanding creates instant rapport, an instant bond. The seller is no longer a stranger. He has just become someone the customer can "relate to." An instant "relationship" is created.

Think about it. Have you ever met someone new and felt an instantaneous connection with? Someone who was a total stranger just 5 minutes ago but now you feel like you've known him or her for the rest of your life? And... have you ever *bought* something from a stranger who just happened to connect with you?

People generally don't like taking risks, especially when money is concerned. The more you can minimize the risk factor, the better your chances will be of selling to the customer. And the best way to minimize (or even eliminate) risk is to build trust, increase comfort, and create a relationship with your customers.

It doesn't matter how long or how quick it takes for the relationship to form. As long as the buyer feels some sort of connection with you, the chances of him buying from you will increase.

For the above 'story-telling' and embedded commands to work, you have to first create rapport with the other person. There has to be a level of trust, and the person has to feel safe and comfortable with you before you can use the above strategy successfully.

But since we don't have the luxury of several days or weeks to form a relationship and build trust, we have to create instant rapport with a perfect stranger. Well, let's do just that...

## Create Instant Rapport

So, what's the easiest way to bond with a stranger?

Think about this... how are most friendships formed? It starts when you find out that the other person has something in common with you. When you find out that the two of you are alike in some way, or that you share a common interest.

That relationship becomes even stronger when you begin to realize that the other person **understands** you, that's he's going through the same challenges that you are!

Nothing creates a bond faster between two people than sharing something in common, especially a common pain or frustration.

Before you can get a person to do what you want them to do, you have to first meet them where **they** are "mentally", and see things from their point of view! Only from there can you **lead** them towards the destination you have chosen.

This is a powerful strategy that master marketers and motivators use to lead people.

Find a common interest between the two of you. Show them that you understand and empathize with them.

The easiest way to begin to create that bond is to 'ask' them (open-ended) questions about their favorite hobbies, interests and passions. These are usually emotionally-charged subjects for most people.

You can continue on further by asking about friends, maybe family, siblings, relatives, future goals, dreams, etc.. These are things that are important to people. And by showing that you're interested in those subjects, you're showing them that *they* are important to you.

And pay close attention to their responses, both verbal as well as physical. If a certain subject gets the person uncomfortable or tends to bring up negative feelings, move away from those subjects.

After you have started to form a 'commonality' bond, you can go much deeper and really start to create a connection...

## Evoking Emotions and Memories

Here are some more extremely powerful strategies that very few people know about. And more secrets about how the human mind really works.

Here's the first secret...

If you can get a person to *feel* a certain "emotion" while they're with you, their mind will *attach* that emotion to you.

In other words, if you both see something funny and start laughing together, on some level in their mind, they will associate "being with you" to "having fun," to "enjoyment" and to "laughter."

You can use this technique to get the other person to associate any kind of emotion with **you**.

Here's another powerful secret about how the human mind works...

If you want a person to feel a certain emotion, all you have to do is "remind" them of a time in the past when they felt that same emotion. You can do this by asking the right questions that allow the person to go back and revisit those past memories and emotions.

Example: If you wanted someone to feel the feelings of "attraction" (so that you could attach those feelings to yourself,) you would ask that person to think of a time in the past when he/she felt the sense of strong attraction with someone.

An example of that would be...

[Can you remember a time in your past when you felt incredibly attracted to someone?](#)

After they acknowledge it, get them to experience those feelings again, as vividly as possible...

[What was that like? Do you remember how you felt? Did you feel any sensations in your body?](#)

By asking these types of questions, and letting them "tell" you how they felt, they will start to "feel" those sensations and emotions again. And, since they're feeling those emotions while they are with you, those emotions will get associated to you, in their mind.



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You can get almost anyone to feel any emotion, at any given time, by using the above technique.

Imagine having to deal with someone who just can't stop crying because something bad happened to them. Or, someone who is feeling depressed. You can use the above techniques to guide their minds and emotions elsewhere... to a better, happier place.

This will require some practice. If you're not able to get the exact result you were hoping for when trying this for the very first time, don't give up.

With just a little practice, you can become really good at grabbing and leading other people's imaginations and emotions.

Persuasion masters do it all the time. And I've just revealed how they do it, to you.

### **Monitor Their 'Comfort Level'**

Okay, this is a very important point to always keep in mind...

Now that you're starting to introduce emotions and past memories into the equation, (i.e. you're getting personal,) you have to pay close attention to how *comfortable* (or "uncomfortable") the other person is becoming, while you're having these conversations.

If they're totally comfortable and interested, you can continue on down that path, and continue being in the leading role.

But, IF they start to get uncomfortable or don't want to discuss certain subjects too much, it's time for you to take a step back. It means they're not quite ready yet for those subjects. And, you never want to *force* anything on them. If you do, their guard will go up.

Switch gears momentarily, and start talking about 'best friends,' 'family,' and other subjects that would make the person connect with feelings of comfort, safety, and so on.

Did you get that? Since the person wasn't 'comfortable,' you started talking about subjects that would create the feelings of 'comfort!'

When you've got them feeling comfortable again, you can gently revert back to evoking the emotions you're after.

Move at their pace. This is very important. If you go too fast, you'll lose them or overwhelm them. If you go too slow, you may bore them.

If they are not able to remember a time in their past where they felt a certain emotion, you can help them by talking about *your own* experiences from the past.

Again, preparation is key. Think of where you'd want to take the person, in their mind, and be prepared to talk about your own experiences, to help them along the way if they need it. Be prepared to use your own experiences as examples, to lead their mind and imagination.

The more details and descriptions you can use in your stories, the better your results will be. Your objective is to paint a picture, in their minds, with your words.

Remember, if you want to be able to sell to your target market, you've gotta know how to 'speak their language.'

As you're describing your own experience, in detail, the other person can't help but follow along and start imagining similar experiences in their mind.

As needed, talk more about feelings and emotions, and past experiences. Yours, theirs, other peoples. The more they talk about it and feel all the emotions again, the more they will associate those feelings with you.

If you want them to feel comfortable, safe, or whatever, just get them to remember a time in the past when they felt that way. Or give them an example by using your own experiences.

When they are feeling comfortable, safe, and connected to you, you can then go beyond story-telling, and start slipping in embedded commands, to lead them to the conclusion and decision that you've planned on.

### **Two Steps Forward, One Step Back**

I should also point out that, as the other person begins to feel the emotions you're after, take a step back and change the subject momentarily. Maybe for a few minutes.

Then, get back on the initial subject and start building their emotions even more.

Each time you do this and take them back in, they will feel those emotions more strongly. This is a great way to build momentum. Instead of taking them directly from 0 to 10, you go back and forth. Go up to 4, then back to 3. Then up to 6, and back down to 5. Then, up to 8 and back to 7. You get the idea.

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By using this back and forth technique, you will ensure that you don't overwhelm the other person. Emotions are powerful things. Don't rush it or you'll scare people off. Give them time to absorb what you are sharing and experiencing with them.

As mentioned earlier, you can use these strategies to sell just about anything to anyone – including ideas and concepts. You could get a person to snap out of depression. You could talk a child out of using drugs or hanging out with the wrong crowd. The possibilities are endless.

My advice to you is to learn the above strategies, and use them as you see fit, whenever you feel there's a need for it.

And please, use them responsibly. Use them at your own risk.

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