



## **Module 1 Transcript: Self-Persuasion and Rapport: The Foundation of Persuasion**

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***About Dr Alex***

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## **TELESEMINAR TRANSCRIPT**

DrA: Hi, ladies and gentlemen. Welcome to the Tao of Persuasion. It's the first call. First off, I want to let you know that this is a teleseminar, and it's going to be in interactive format. You signed up for this course because that way you get to show up at a certain time and listen to me speak in real time and interact with you and respond to me.

Sometimes I'll be hearing you, sometimes I won't be hearing you. But you're going to be amongst a community of like-minded people, which is further incentive for you to show up. Otherwise, there's dozens of courses that you could just purchase and listen to on your own time, but we all know how well that works.

And basically, the idea behind these calls is that you'll be doing exercises with myself and Bob Corff – you'll also do homework before and after class, and that makes it more interactive.

And it's not homework that you guys will be doing because it's not work. You guys have chosen to do this, and it's "home fun," if you want to coin a new term. And it's what you chose to do. You spent your money on it already, so you might as well get the most out of it.

Basically, the format is, from 6:00 to 7:00 there will be a lecture. And today I'll lecture for about 45 minutes, and then I'll have Bob on for 30 minutes. The first half of this talk is going to be non-interactive. It's going to be just him conducting exercises. The second half of this presentation will be interactive. Some of the students, we'll get to work with them one on one. He is going to call out, and we'll put you on. And then we will go into the interactive part of the lesson with me when we'll do some exercises and get some students to work with.

At the end we'll open it up for question and answer, if we have some more time. And this call is open for everybody. I've sent it out to the entire list of the Tao of Dating. However, for today's call, priority for the interactive

segment is going to be given to registered students because it's only fair; they've already committed. And also, we're going to have a registration special during the call, so listen in and make sure you hop on that when the time arises.

So, without further introduction, let's plunge into the heart of the matter, the substance of the course.

So, today, you are here because you are a persuader. This is not something new. You've been doing this all your life. The reason you've gotten here is by being a successful persuader. There is no other way. As an infant, you did not have the power of speech, but you cried. And that's how you got fed. That's how you got changed. That's how you got helped. That's how you got attention. You were a very effective persuader.

As a kid, you got toys, and you had a certain way of doing that. "Mommy, I really want Stretch Armstrong." I got Stretch Armstrong. I got seven copies of the six-million-dollar man. And that may very well date me and that's okay. But I was very persuasive that way, and I'm sure you were too.

You've gone to college. You've gone to grad school. You got a job. All these events in your life required a certain amount of persuasion to work. When you had the job, you got a raise. You've gotten a date. You got married maybe. You went to a movie and you convinced friends to come with you. You had them come get a drink with you at a bar later on. Every success you've had in life have come through persuasion.

Now, when people talk about the world's great successes, what they're often talking about is things like determination, drive, vision, but hardly ever does persuasiveness come up. The fact is that, have no doubt, persuasion is absolutely central to all success because all success involves other people. And when you involve other people, they need to be sold. They need to be sold on an idea, sold on working with you.

Every time there has been a success, it's never occurred in a vacuum. It occurs through and with other people. And in order for that to happen, these guys, the Rockefellers, the Bill Gates of the world, they had to persuade people.

Now, in my research into this field, I'm pretty convinced that this may very well be the most overlooked life skill that people have. Everybody has a skill to a certain extent, but it's often quite overlooked. And I've been sitting in classrooms for 23 years of my life, and I can tell you with absolute certainty that nobody ever taught me anything about persuasion – how it should work, what's more effective, what's the powerful way of doing it, what's the ethical way of doing it, what's the non-ethical way of doing it. Nothing really. And I'm sure a lot of you have similar experiences or lack of experiences.

As a result, it's not surprising that people who have had no training, no education in, they're not very good at. So some people are naturally good at it, and you anecdotally you hear about them or you see them portrayed in popular media like movies or books. And my impression has been that people who have been good persuaders, generally there's a certain sketchy, dodgy air about them in their portrayal in popular media. There is something – a negative connotation surrounding them. There's something marginal about the whole idea. They're the operator. Slick Willy comes to mind as the term applied to our past president because he was a very persuasive kind of fellow.

And we're here to change that around and make sure that well-intentioned people have the same tools and the same power as those who have had the negative connotations, as the slick – the sneaky people of the world, except that you don't have to be sneaky about it because your intentions are going to be powerful and positive. And to that end, we're going to give you all the tools that you're going to need to accomplish that.

Now, first off, I'm going to check in with you. We are about eight minutes into the call, so I think by now almost everybody is on it. Well, I'm going to switch back to conference mode.

All right. Can you guys hear me?

Audience: Yeah.

DrA: How is everybody doing?

Audience: Good.

DrA: Excellent. I hope we have everybody on the call, but the people we're asking can't exactly express their absence, so we're going to forge ahead.

All right. So what I want you to understand is the distinction between doing persuasion and being a persuader. And this is the perennial distinction between doing something and being someone. And this goes back to what I went over in the Tao of Dating for those of you who have read that. But the idea is the be-do-have philosophy, and it comes from NLP. And there is some precedent for it also in Eastern philosophy. NLP, being neurolinguistic programming, we are going to reference that with some regularity during the course.

And the idea is that most people are looking for results. Now, those results could be getting a date. It could be getting a raise. It could be getting some ice cream. Whatever those results are – it could be making lots of money – people tend to focus on that end result and try to find a shortcut straight to the result.

But the fact is that in life and in success, there are no real shortcuts. There is a structure to success. And if you follow that structure, you will get there. And the structure of success, as far as most people can tell, is – there's three phases – BE, DO, and HAVE.

So, in order to be a successful person, you must first embody that individual. You must be that person. So the idea is that your beliefs and your attitudes are aligned with the idea of being a successful person. And in the case of this course, the success is being a successful persuader – being the persuader.

So, first off, you want to have your thoughts, your beliefs, your attitudes, your physiology aligned with that. So that's the BE. And according to spiritual law, once you do that, you become in tune with the structure of that success and you start to resonate with it and it starts to come at you.

More prosaically, in just plain earth terms, once you are that person, once you have that mindset, once you start having those thoughts on a regular basis, what happens is that you start to do the things that that kind of successful person does. And then once you start to do those things on a regular basis, you start to manifest the results. You start to HAVE.

And what happens is – all of you have had success in some endeavor in life. And for those of you who have been good at something, you know that doing itself is its own reward almost, and the HAVE comes almost incidentally. It's like, well, I already have my fulfillment, but, hey, this is a great result too. And truly wealthy people in life will tell you that. They truly enjoy what they are doing, and as a result of that, they also have the manifestation of wealth, of material possessions, which some of them could – frankly, they don't really care about that much.

Okay. So, in this case, what I want you to do is to be the persuader. And we're going to go over that and give you tools for accomplishing that in many different ways, including a nice little induction at the end of this call.

So let's start with the definition of persuasion. So I looked it up in the dictionary, and Webster says: Persuasion is to move by argument, entreaty or expostulation to a belief, position, or course of action. And as

usual, the dictionary has a definition which is far more complicated than the word itself.

My definition of persuasion is simpler. My definition is to get someone to do something; to persuade, to get someone to do something. And this can work on yourself as well as others. It doesn't have to be just other people because in order for you to do something, you also have to persuade yourself. It occurs at a silent level. It occurs inside of you. But it's still happening.

And I like my definition better than the dictionary's because it's defined through action, not just changing a mind or a verbal agreement.

The dictionary says: To move to a belief, position, or course of action. A belief or position is nice, but how do you really know if somebody has a belief or a position? Well, you'll really know by getting them to take action, because then there is no doubt. And usually, action is what you want anyway.

You want them to sign the contract for the car. You want them to give you the mortgage. You want them to give you the raise. You want them to show up to the date. So focus on the action as opposed to just the verbal agreement.

This has a couple of advantages. First of all, it will put you in the habit of completing the job. What do I mean by that? There's a Persian saying that says: Finishing a good deed is nobler than beginning it. So once you have action as your end point, as your outcome, then everything that leads up to that you will have done. You'll do all your homework. Because if you're just going to go up to the point the person in your audience saying, "Oh, okay, that sounds really good," and then you think you're done, then you may leave a lot of things out. And you actually don't really know whether you have persuasion.

When you make the action of your audience your end point, that way you're in a much stronger position because you have done everything that you have to do. And moreover, you won't get disappointed, because some people, they get the verbal agreement, and then later on the person reneges and nothing happens. Or they don't take the action that they promised they would take. They don't sign the contract. They don't deliver the goods. Right? If you make action your end point, then you're bound to be less disappointed.

And additionally, there's a psychological reason for this. But when somebody does take some kind of action, okay, and whether that's putting an agreement in writing as opposed to just saying it or sending you an email that sealed the deal, okay, or confirming a date before it's actually happening. When somebody takes action, they're activating the mechanism of commitment and consistency, as described as one of these six persuasion principles in Robert Cialdini's book, *Influence: The Psychology of Persuasion*, which is the required reading for this course and the only really required reading.

And what happens is that when somebody takes action, now they have expressed their commitment through movement, motion, something that they've done. And so what happens is, if they go against that, now they're creating cognitive dissonance in their own mind. And for some reason, people are very reluctant to create cognitive dissonance in their own mind.

So, for example, if you're at an airport and somebody has given you a flower, say a Hare Krishna gives you a flower, and you accept that. All right? That's also reciprocity in action. If you do that, you've accepted something from somebody and you're making yourself be some kind of person who accepts their gifts.

One example used in Cialdini's book: They had people come in this nice neighborhood. They said, "Would you put up these small signs, you

know, about maybe half a square foot big, saying 'Be a good driver?'" And about, oh, I don't know, 50, 60, 70% of people said yes. They agreed to do that.

And then they went to this other group of people, and they had these huge signs that just took up like half their lawn, and they said, "Would you put up these signs that say 'Be an excellent driver?'" And these were ungainly, ugly signs. And initially, when people were given these signs cold, they said no; and only about 20 to 30 percent said yes.

However, when they went back to the people who had accepted the small signs and they gave them the big signs and they said, "Put these on your lawn" – and they have the same message on it, you know, be a good driver, something along those lines – now 70% said yes. Why? Because they had already committed to the idea that I am the kind of person who is going to promote good driving. It's now part of their identity.

And so now this guy wasn't just at – he was appealing to their values, their identity as a person; and therefore, they're much more willing to put up that sign, even though it was ugly and not exactly what they wanted to do, as their control group of people demonstrated.

So I'm going to go back to the audience right now and see how you guys are doing.

Are you with me?

Audience: Yes.

DrA: Excellent. Does that all make sense?

Audience: Yes.

DrA: And let me just get a quick – from you guys. How many of you have already read the book by Cialdini, *Influence: The Psychology of Persuasion*, or the newer editions? Yes?

Caller: Yes.

Caller: I have to buy it.

DrA: Okay. That's good. That's fine. Because then what I'm saying is going to sound a lot more interesting. It's like "oh, wow, how did he come up with that?" Otherwise it would be old hat. But at the same time, it helps to go over it. I just want you to complete it before the end of the course because it will resonate just that much better with you if you are –

We are back to lecture mode.

All right. So I have mentioned this briefly, and we're going to talk about this a lot throughout the entire course. This is one of the themes that will go throughout this six-week course, which is that there's a structure to persuasion.

Every time there has been a success, there has been a structure to it. And there's a structure to persuasion. And what I want you to do is to pay attention to the structure, and pay attention to it more than the content. What most people tend to focus on is the content. They're the words. And they're thinking, ah, this is what's going on, people who have a particular skill, and you observe a structure. And you see how it works. And then you adopt that structure and it will work for you.

One of the principles of NLP is that whatever somebody else can do, you can do too. And that's true up to a certain extent, but it really is a powerful way of looking at things – modeling. So keep that in mind always: looking at the structure more than the content.

Another thing is that great systems of thought tend to converge upon the same truths. So NLP and Tao, an Eastern philosophy, both seem to have this idea of modeling or looking at best practices or observing the way the

world works. The world is perfect as it is, and this is a case of two great systems of thought converging upon that same truth.

All right. So let's now transition into some actual material that you guys can put to use. So less introduction and now more content. So, if you guys have something to write on, that's great.

We have about 12 hours together. So during those 12 hours there's only so much time for me to chitchat, time for me to kind of interact with you guys. It's going to be mostly meat. A lot of substance and very few wasted words, so it's probably a good idea for you to jot down as much as you can. And what you can't jot down, we'll have the calls recorded for you and up as soon as humanly possible so you can go over it again. Refer to it over and over. Maybe put it in your MP3 player and have it ready for you.

So right now I'm going to talk about self-persuasion. So this call is going to be about self-persuasion, primarily, and rapport. Both are very important. First principle of starting with persuasion, so...

And to give you a full sweep of how these calls are going to work, we're going to start with big principles such as self-persuasion, beliefs, and rapport. We're going to go from there into smaller chunks of things. In NLP, they call it chunk size, so large scales, big waves, big scenes are big chunks. As you go down to the finer grain, that's called small chunks.

So we're going to chunk down into using words, things like presuppositions, and then we're going to go back up again and go into strategies and overall ways of incorporating everything that you're going to learn.

All right. So let's start with self-persuasion.

So, before you can sell somebody on something, you have to buy it yourself. That sentence is worth repeating. Before you can sell someone

on something, you have to be able to buy it yourself. The only time that you're going to be really persuasive is when you are behind the product.

And we're going to use the term "product" pretty much interchangeably as whatever the topic of persuasion is. And we're also going to use the terms "selling" and "sales" interchangeably with "persuasion." And the idea is that every time that you're persuading somebody, you're selling.

And you're that much more powerful, that much more persuasive when you actually truly believe in the product you're selling, whether that is some thing or yourself. And almost always you're also selling yourself. So keep that in mind as well.

You accomplish this task of self-persuasion best when you're working within your own values and you have a win-win orientation. So we went over this in the preview call, and we're going to elaborate on that today.

The idea is, in Tao, is to get out of your own – because the universe is perfect as it is, and so what you have to do is to get out of your own way and let's kind of flow with the Tao and flow with it. When you do that, then you are magically empowered.

When you're not working within your own values, you're kind of blocking yourself, and that's the last thing you want to be doing. What I have found is that when people have a long-term orientation towards their goals and they have outcomes that are in their own long-term interests, that's the kind of outcome that tends to be – best for everybody around them as well.

So this would be the difference between the Tao of Persuasion and manipulation, and this is the topic we're covering now because a lot of people worry, hey, if I'm using these techniques and they're so powerful, am I manipulating someone? And is that wrong? And to me, it all comes

down to what your own values are. When you are violating your own values is when you are being manipulative.

And I don't know what those values are. You and I are different people. But when you violate your own values, then that's probably what's not going to be good for you in the long term because you're going to get in your own way. You're going to stop yourself from doing it.

It reminds me of when I was a kid, and there were times when I wasn't prepared for an exam. And I was thinking about cheating and stuff. I had all the cheat sheets ready. And when the time came to actually do it, I just couldn't because there is this almost built-in block.

And when you try to do something that's against your own values, you'll also feel that block and you won't be able to flow as well. You won't be as persuasive. You just won't be as empowered. So always think in terms of what are my values and what is best for the long term. So that's the first principle of self-persuasion, the principle of enlightened self-interest.

The principle of enlightened self-interest is what's good for you in the long term tends to be what's good for everybody. And what gets you in trouble is short-term thinking. When you go for the short-term thinking, for the quick fix, that's when you shoot yourself in the foot. That's when you get in your own way.

For example, a model of that is the snake oil salesman. So the snake oil salesman and various other salesmen, what they did in the earlier parts of the 20<sup>th</sup> century and 19<sup>th</sup> century was they went to different towns. They were traveling. And they put on this flashy presentation that was very persuasive in its own way, and they sold the snake oil or whatever it was. Right? It was probably just vegetable oil.

And they claimed that the snake oil had magical properties. It can heal you. It's a panacea. And, of course, before anybody had a chance to verify

that, they would bust out of town and be gone. So they would make a quick killing, but, guess what, they would not be able to come back to those people and do that again because they've burned the bridges. They've destroyed trust.

So think of every interaction you have in a persuasion situation as a potentially long term one, as one in which you will see this person again. And in this day and age, with so much connectivity and so much globalization – the world is shrinking – it really is true. So think long term, enlightened self-interest.

And what I'm going to give you is a set of tools. And as I said in the preview call, its just like having a hammer? You can take a hammer and use it to build a beautiful cabinet, or you can take the hammer and smash in a window. Right? So a tool you can use for positive powerful ends or for negative powerful ends.

Can you use these tools to manipulate? Absolutely. These are the perfect tools for manipulating people, for getting what you want without them necessarily being too psyched about it. However, should you do it, is it in your own benefit in the long term? No. Probably not.

You're most effective when you're not getting in your own way. And the Taoist principle is that basically when you're out of your own way, you flow.

So that was the first set of self-persuasion.

The tool I want you guys to use is what I call the PPI, the powerful positive intent. What is that? So the idea is that you are most aligned with your outcome, you are most willing to persuade people – you're most capable of persuading people when you have a powerful positive intent.

Let's say, for example, somebody has an illness. Right? And you just happen to be the salesperson for this drug, this new wonder drug that is exactly the thing that cures that illness or at least treats it. Right? Now, you don't know this person, but you do know that this person is ill. And the illness that that person has can be treated by what you have.

So, basically, now you have a very powerful positive intent to let that person know that hey, I have a solution to your problem. I have the thing that is going to stop your pain. I have something that you absolutely need.

And I read Jay Abraham. Jay Abraham's books are great. He's going to be on our reading list. So Jay Abraham, one of his mantras is that if you have a product that your customer needs, you have a moral obligation to convey that to him to the best of your ability. You have a moral obligation to convey to your customer that "I have what you need."

And notice how different that is from being sneaky. Notice how different that is from being a snake oil salesman. You are just totally empowered, totally driven. Okay. You're unstoppable. You are determined to make the sale not just because there's a buck in it for you but because there's a win-win, because this person here needs what you got. And that's the angle you have to come from in every persuasion situation.

If you're dating, the product is you. And you have to be convinced that this person needs this product. You are going to add so much to this person's life.

And if you're in a business situation, say, you have a company. You're trying to raise money for it. You have to absolutely believe that this is the best thing that could happen to this company.

And you imagine Yahoo! Right? When Yahoo! started out, they could not get funding for their company at all. Okay. They got rejected by dozens of

Vcs – that's venture capitalists. And then finally, this one, a little tiny venture capitalist on the side, took a gamble on them. And guess what, they made billions because of it.

And now SoftBank, that venture capital firm, that is one of the biggest venture capital firms on the planet, and they like own half of the telecommunications in all of Japan. Why? Because they invested in Yahoo! If Yahoo! knew, of course, what was going to happen, they could have made a very persuasive argument and say, hey, look, if you invest in us today, you're going to get 300 times return on your investment. That's a good thing.

The point is, you don't have that information when you're doing that persuasion. You have the information about who you are, what your product is, and you have your belief. So that's what I want you guys to go on.

So having that moral obligation – I'm going to repeat that phrase from Jay Abraham: If you have a product that your customer needs, you have a moral obligation to convey that to him to the best of your ability. So we're going to get into that deeper a little bit.

So the second component of self-persuasion is product selection. Okay. So we've talked about, hey, you're the product always. And also, you're going to be selling something. Maybe not you directly, but it's related to you.

So it's possible to convincingly sell a shoddy products. There are a lot of mediocre cars out there that people are selling. There were snake oil salesmen, mountebanks, charlatans. You name it, they have been around. So it's possible to sell a shoddy product.

There are people who use the tools of persuasion to get that kind of thing done. However, you don't want to be that person who is selling the shoddy product because that is not in your long-term interest.

Back in the late '80s, early '90s, there was a car from Yugoslavia. It was called the Yugo. And the Yugo was not a very high-quality car. It was very cheap, but you pretty much got what you paid for. And in this class, I do not want you guys to be "Yugo" salesmen. I want you guys to be a Lexus or Mercedes salesman.

When you are a Lexus salesperson, a salesman in a gender neutral kind of way, if you're a salesperson for Lexus, you don't have to make any stories up. You have a product that is incredibly cool. You have a product that is of incredibly high quality. This is a product that people should want. Therefore, you can put the full force of your being behind it. That's the good thing.

Okay. Same thing with a Mercedes. Same thing with a Dell computer. Same thing with you about to go meet someone on a social occasion. Same thing with you being deserving of getting a raise from your boss. Okay. You are the product. Hey, if you can't be behind your product, then who is going to be. So get used to it. Get used to the idea that you love you and you are the product and you are awesome.

And you know what, the great news is, if you're in sales, often you don't have that much of a choice as to what you sell. You may be able to choose your job to begin with, but sometimes you're stuck with something that's maybe not the best. Maybe it's second best or third best. Right?

However, if it's you that you're selling, you have the opportunity to change the product. If you work on whatever it is that you're trying to improve in you, in a year or in two years or in three years, you could have that.

So, for example, I wasn't a doctor. It takes 12 years to be a doctor. So, if you want to be a doctor, guess what, if you start today, in twelve years or less, if you've already been through college, you can be a doc.

I've been learning this stuff for 11 years. I didn't know this stuff before. Someday I decided that I'm going to know it and learn it and know it well. Eleven years later, I'm a lot better at it.

There is a book by George Leonard called *Mastery*, and he talks about how it takes at least five years to get even good at anything. So, again, the good news is that if the product that you're selling is you and you're not 100 percent sure that it's the right thing for the entire planet, you can make it better. And you can make it better again. And you have the time to do that.

And that is exactly what you're doing at this course. You're taking some area of knowledge that you did not have, and you are adding to that. And you are practicing it. You're getting that skill to make you an even better, even more empowered individual.

And sometimes what you have is a product that you can believe in, but not all of it. Maybe, you know, 95 percent or 90 percent of it. And in that case, the thing that would be the most empowering is to focus on the part that you can sell, the part that is consonant with your values because that's when, again, you can really push it and you can really make a strong case in your persuasion.

And it's important to remember that initial conditions determine the course of almost everything that happens afterwards. In physics, at time equals zero,  $t=0$ , those are the initial conditions. And once those are set, that pretty much determines the course of everything that comes afterwards.

And I don't know how many of you guys play poker, but in poker the single biggest determinant of your success is the two cards you're holding at the beginning in Texas Hold'em. And if just do that one thing right, you will probably play better than most of the people out there.

So, again, be mindful of the initial conditions. So product selection, that's the time when you are setting up what the initial conditions are.

So, before I go on to the third one, let's feedback – I don't feel like I'm talking to thin air over here.

Caller: Hello.

DrA: How are you doing?

Caller: I'm fine.

DrA: All right. Alive and kicking?

Caller: Yes.

DrA: Okay, good, good, good. So let's get back to lecture mode. Let's begin the third component of self-persuasion, and that's congruence.

Okay. So congruence is the alignment of physiology and intention. Okay, I'm going to repeat that. Congruence is the alignment of physiology and intention. So, when you have your entire being – you have the way you move, the way you speak, everything that you do – completely aligned with your outcome, because there's no doubt and no hesitation, people feel that, and that's called congruence.

And you and I can spot in a millisecond who is being congruent and who is not being congruent. And congruence is the opposite of hedging. Okay. The thing I do not want you to do is to hedge, ever. Go big or don't

go at all. That's one of my mottos, and I think it's a good one and a very good one when it comes to persuasion. Go big or don't go at all.

When you're hedging, what you do is you're protecting against potential loss instead of focusing on what you really want. And this is normal Homo sapiens behavior because human beings are tuned to loss. As we evolved in time in the savannah, basically, you didn't have that much food. And when food came about, you held onto it, you ate as much as possible. If you had a kill, you gorged yourself until you dropped because you couldn't store the meat. So, basically, your brain was tuned to scarcity; your brain was tuned to loss; and so you're always doing more to protect against loss than you were to gain.

So what I want you to do when it comes to persuasion is to focus on your outcome. And your outcome is always something that you're going to gain. No hedging.

And I mentioned this in the preview call, and I'm going to mention this dozens of times again through our calls: You do not overcome hesitation with hesitation; you overcome hesitation with certainty. I'm going to repeat that. You do not overcome hesitation with hesitation; you overcome hesitation with certainty.

So be absolutely certain about your outcome. Even if you're not really certain about your outcome, be completely aligned with your outcome. Be certain because if you are not certain with your outcome, why should the person that you're trying to persuade become certain about what you want.

So this is common sense, but it's something that it's very common for people to forget, because it's just the way we're built.

So we're going to do a little exercise now. And those of you who attended the Transformation weekend, we did this exercise there too. And it's one of my favorites because it proves the point very quickly.

So, wherever you are now, what I would like you to do is to look around the room and you pick out as many items in the room that are brown and remember them. So you have 30 seconds to do that. Go ahead. Pick every item in the room that is brown.

Fifteen more seconds. Look around, look around.

Ten seconds.

All right. Now, what I would like you to do is close your eyes. Close your eyes – I can't see if you're closing your eyes, but work with me here – and name some items in the room that are green.

And right now we are in conference mode, and I'm hearing a very telling silence, which means that you guys don't have a lot of green on your radar right now because what you were doing for the 30 seconds was you're focusing on brown. And the moral of the story is, you get what you focus on.

Okay. So you get what you focus on. If you focus on brown, you get brown. If you focus on green, you get more green. And in life, if you're focusing on loss, if you're focusing on protecting against loss, then loss is the most likely thing you're going to get.

So what I want you to do in all of your persuasions is to focus on gain, focus on your outcome single-mindedly. That is the only thing in front of you.

There's a quote from the Tao Te Ching, Chapter 23, which illustrates this concept very eloquently. Chapter 23 says: Express yourself completely then keep quiet. Be like the forces of nature. When it blows, there's only wind. When it rains, there's only rain. When the clouds pass, the sun shines through.

Okay. So let that sink in for a second. The idea is when you express yourself, express yourself completely. Okay. When you want something, go for it completely. Go big or don't go at all. And in poker, when you're playing poker, if you don't go for it – everybody smells hesitation – you're toast.

Okay. In life, if you're not congruent, people see that. Even if you have the best products in the world, even if you're really a fun guy or girl to hang out with, they're going to say: He doesn't believe in the product. She doesn't believe in the product. Why should I believe in the product? And that's it. That is the end.

So right now we're going to take a little break, about a minute or two. So, if you guys need to make a visit to the bathroom, now is a good time to do it. And Bob Corff will come on in a second.

DrA: Bob, do we have you? I think Bob will be joining us in a second. So how are you guys doing there?

Audience: Great.

DrA: All right. Outstanding. So any quick questions for now?

Caller: Yeah.

DrA: Yeah, who is this?

Dean: Hi, this is Dean. How are you?

DrA: Dean. Good to have you.

Dean: Great. Great.

DrA: What is your question?

Dean: I just want to make sure this statement was correct: You do not overcome hesitation with hesitation; you overcome hesitation with your outcome?

DrA: You overcome hesitation with conviction. Or certainty, either way.

Dean: All right. All right.

DrA: You overcome hesitation with conviction. That's the only way.

Dean: Got it. Got it. Thank you.

DrA: How it's going to affect your life and how it would be useful. And there's an unimaginable array of ways in which you can put this information to use to make yourself more empowered, have more fun, have more money, have more dates. Whatever it is, it's outcome neutral, the tools. You take these tools and you do with them what brings you fulfillment in your life.

DrA: All right. Well, everybody, I just I want to give a big shout to Bob and thank him for today's lesson. That was outstanding.

BC: Thank you.

DrA: And let's see if we can get everybody to say thank you.  
Thank you, Bob.

ALL: (Voice over another).

DrA: With that, let us go back to the rest of the seminar.

Hope you guys enjoyed that as much as I did. And the great thing about this longitudinal format is that okay, so you got the lesson today; next week you'll get it again.

And the hope is that between now and next week you'll also practice the exercises and do them on your own. And every time you do it, it gets reinforced; every time you do it, it becomes more a part of you.

So it's not just a one-shot deal. So it's not just "Oh, I feel good now" but you can actually make it a permanent part of your behavior.

And that's what the Tao Persuasion is all about. It's to actually make learning happen as opposed to conventional education in which you go there, they pour a lot of information into your head and a few years later it's all gone.

I took a class on Japanese History back when I was in college and the only thing I remember from that course is 1860 is the Meiji Restoration. And frankly, I don't even know what the Meiji Restoration is.

So this call, with any luck, will be a lot more memorable because you'll be doing all the stuff on a regular basis.

That said, we're going to launch into the section on rapport.

So the stuff I'll be repeating from the preview call, before we launch into that I just want to renew the offer. So today, those of you who are on the fence who thought hmm, I'm going to kick the tires a little bit more. I'm going to take a look at the course, listen to the content, see if it's right for me. Well now is your time to act. If you sign up right now go on the website. Go to [www.thetaofdating.com/persuasion](http://www.thetaofdating.com/persuasion), and sign up.

With that we're going to carry on with your education. You are here. The people who are on this call, are mostly people who have signed up already. And I congratulate you for taking your education in your own hands. Now you're doing it because it's fun. And it is fun. It's cool stuff.

Rapport is some of the coolest stuff you can learn. And there's an art to it, there's a science to it. I'm hoping that some of you got to read the article that I sent you from Daniel Goleman.

Daniel Goleman is the author of *Emotional Intelligence* and most recently the book *Social Intelligence*, which I'm very excited to get a hold of. I haven't even read it yet. However, I have a feeling it's going to figure prominently in our recommended reading list.

So rapport is the way that you establish trust and familiarity with someone. I remember it was Justice Felix Frankfurter some years back who, when asked his definition of pornography, he said, "I don't really know what the definition is. I just know it when I see it."

And so we have a similar Felix Frankfurter definition of rapport. It's difficult to describe but you know when you have it. It's that feeling of connection with someone and the idea that instead of being in an adversarial position of he verses you it's a togetherness situation of me and you, of us. So you as the team.

An important thing to remember is that rapport can also be a double-edged sword. Because if you have that great feeling of familiarity with someone and you're just kind of chatting way and remembering old times that it may never have been existed.

And the next thing you know you say, "Hey, so what you say about giving us the sale, and he says, "Oh man, gosh, you know we're buddies now." I mean I have to tell you it's not the kind of thing we want. And that same familiarity can work in your disfavor by making them much more willing to say no.

So just be aware of the fact that rapport is a double-edged sword. In the meantime rapport is the foundation upon which trust is built and the way that no persuasion really starts without rapport.

As my teacher Kendrick Cleveland said, when it comes to persuasion everything is possible inside of rapport. Nothing is possible outside of it.

In fact, getting, building, strengthening and maintaining rapport; this alone may be enough to just boost your persuasion power as far as it's ever going to go. If you just do this one thing, this will improve your persuasion power several fold.

So the idea of rapport is that you're on the plane of connection, of familiarity and trust with another person. And when you're in rapport you become like the other person.

And people tend to like people who are like themselves. And that may very well be where the light has a double meaning. It has the effect of opening up the field of communication.

And there are two chief kinds of rapport. There is verbal rapport. And there is nonverbal rapport. And for both of them the key technique that you are going to use is called pacing and leading.

So I'll illustrate that with an example.

In verbal rapport, a pace is a verifiable statement. So if you say, "Hey, it's a nice day" or "You are sitting here" or "We are in America." Or for those of you who are not in America, "We are on planet Earth." Or if you say "You are breathing." Anyone of these statements is bound to be true and therefore verifiable. So nice day; you're sitting here; you're breathing. These are paces. When you say that you are pacing that person. It's verifiable.

Leading is saying anything that's not immediately verifiable. You feel relaxed. You are aware of your breathing. You feel compelled to look at this website now, something that may sound familiar to you. So a lead, predictably enough, is leading them away from where they are.

A pace is verifying where they are right now.

And the analog of that in nonverbal pacing and leading. When you're pacing nonverbal behavior or rapport, you're doing what the other person is doing. Once again, you are validating them. So if she raises her arm, you raise your arm. If he scratches his nose, you scratch your nose. If she shifts in her seat, you shift in your seat a little bit. If he looks up, you look up.

And leading, then, would be doing something that the other person isn't doing. So if that person just raised his arm, you don't raise your arm, you do something else. Or as they're completely quiet sitting there doing their thing, you kind of do something else. You scratch your nose and see if they follow. That's how you know if you have established rapport. When you lead and they follow your lead.

Now, nonverbal rapport is something that's a little difficult to teach over the phone. It works a lot better if you are in person. I'm still going to give you some drills to do. Actually, I'll give you the drills now. If you guys write these down, this is your homework for the week for nonverbal rapport.

So there are two kinds of nonverbal rapport. There's mirroring. When you're mirroring someone you're the mirror image of somebody. So they're sitting in front of you, you mirror them.

If you are matching that means you're doing what they're doing on the same side of the body as they're doing. That's called matching. And don't worry too much about the technical distinction. Just get in the spirit of doing things and just following what the other person is doing. However you do it, start. Just get it started and then worry about the technicalities.

So what I want you to do is to when you're going outside, when you're outside what I want you do today is in public, just observe somebody. It doesn't have to be sitting next to you. It could be across the way. Just observe somebody and mirror or match them.

So what you want to do is to follow that person as closely as possible. You can do it almost simultaneously if you want to. Get to the point where you can do it with a quarter second delay circuit built in. So if the person raises the arm you wait a quarter second and you raise the arm so it doesn't look like you're exactly mimicking them.

The last thing you want to worry about is getting caught. Nobody that I know has ever gotten caught unless you're doing it really, really explicitly. You're being just completely ridiculously obvious about it. But if you do it with any kind of finesse you will not ever get caught.

And what's the big deal? I mean, in all these exercises what I tell you guys is to do it to get caught.

So go outside. You're having lunch, you're having dinner. Whatever it is just pick somebody in that vicinity and do a little bit of mirroring and matching. That's pacing. You're just going to do the pacing.

The leading. For that would you need a partner or you would need somebody who's actually speaking to you. Because then once you establish rapport, when you feel you have rapport established, then what you can do is you can test rapport by leading, by doing something different, and seeing if that person follows.

Your homework for this week is on at least two separate occasions when you're out having lunch, having dinner, when you're out in a public place, seeing other people, find somebody who's sitting down, who's quiet and just - - or even talking to somebody, it doesn't matter as long that person is stationary. And do about 5 minutes of mirroring and matching. And just get into the groove of it. Get into the habit.

Ideally, every time you meet somebody, every time you're in a social situation, even if it's not a persuasion situation, I want you to do mirroring and matching.

And my personal preference is mirroring. Especially if you're sitting in front of someone, it's much easier. If you're sideways to them, matching works better but you'll get a hang of it. One of them is going to feel more effective than the other for you.

And when you're doing the nonverbal rapport, you want to capture the spirit of their movements. So I'm not saying if they move their right arm and bend it 37.5 degrees at the elbow and move it 10 degrees to the right, you should do exactly the same thing and the same measurements. It's more about catching that idea.

So right arm moves, right arm moves. Right arm moves forward, right arm moves forward. If their right arm moves forward half a yard, yours can move 5 inches, that's fine.

Get into the spirit of what they're doing. And then, after a while you will start to feel like you're basically gaining some kind of rapport.

And when I first learned about this stuff I felt like it was a lot of voodoo nonsense because I'm thinking how is that possible. There's no wire going between us to actually create some kind of connection of any kind. I mean this didn't make sense. But just by doing this thing, which is perceptible, maybe visually, maybe not, that you're establishing any kind of rapport.

As it turns out the research has been done. And what we have in our brains are a whole bunch of neurons called mirror neurons. And these mirror neurons are totally trippy. It's crazy that they exist. They've only been discovered in recent years. And what mirror neurons do is they're responsible for making you aware of the state of another person, of another human organism.

And when - - for example, for guys when they hear about another guy getting kicked in a sensitive part of the body, they instinctively cringe. In fact, I've just done that right now. Just hearing about it, just seeing somebody else having experienced that pain is enough for you to feel a twinge of that pain.

When you hear of somebody's loss, when you hear somebody's loved one died, you have a little bit of that feeling too. Human beings are social animals, and for whatever reason, evolution has put these mirror neurons inside of us.

And we are very, very keen at detecting likeness, similarity and familiarity and trust in another organism.

What you're doing when you do nonverbal rapport is you are engendering that feeling. Because if you look at people who are in rapport...in fact you can do this exercise tonight if you want to.

Go to some bar and watch two people who are on a date or just really good friends or something and they're deep inside a conversation.

If you watch them closely you'll see that their body postures look very similar to one another. They're both kind of hunched over, looking directly into each other's eye, moving their heads at the same time. As soon as one person touches their glass, the other person, too. It's almost eerie. But I want you to become still and really pay attention.

In the last seminar we do this exercise.

I have a group of people sit around the table and one of them is the storyteller. The other 3 are listeners. And 5 minutes into it I say, "Freeze!" I say, "Everybody look at everybody else."

And you'll see that each little group of 3 or 4 people, they've adopted the posture of the storyteller. This is bizarre and this is strange. You may not believe me, but trust me. It happens and it's tremendously powerful.

If you are able to master nonverbal rapport you just move your rapport building ability and your persuasion ability forward by 60-70 percent right then and there.

And of course, also remember that 74 percent of all statistics are made on the fly, especially if they come from me. But the idea is that it does move the whole thing forward. And I'll assume that you guys all gave me a little bit of courtesy laughter out there. You know I can't hear you.

So mirroring and matching; so that's pacing and leading.

What builds even further rapport, once you have a little bit of rapport with the person and the pacing and leading nonverbally is going well, is to lead. Leading builds even more rapport.

And what you want to do is you want to test. You want to do something that the other person is not doing and see if he or she follows. If you get following, boom. That means you are now in deep rapport and each time you do another lead, you're in deeper rapport.

So, create exercises for yourself. Go out there. So, two bits of homework: one, observe other people who are in rapport and verify for yourself that nonverbal rapport is real.

And two, start practicing it. Just do 5 minutes at a time with some stranger out there who isn't looking at you. And advanced version 3, get a partner. This will require effort. You have to find somebody who's willing to sit in front of you and say, "Hey, I want to teach you something really cool."

Or just don't tell him initially. Just do it. And first pace, pace, pace, pace, pace, pace. And then, once you feel like you're getting in the groove, you really are following that person, start to lead. So that, in a nutshell, is nonverbal rapport. And what I'm going to do now is I'm going to open it up.