



Forever Free Presents:

Influential Spinning

The Ultimate Persuasion Strategy



By Kenrick E. Cleveland

Table of Contents:

Introduction:

What are Meta States?

- Consciousness reflecting back onto itself.

 - The art of thinking

 - Once we know something we "reflect" on it, thus going meta

 - Creates things like - thinking about our thoughts on. . .

 - Rationalizing our decisions

 - Loving our beliefs

 - Fanaticizing about our goals

 - Running our own brain (that's a Meta Level)

- Dissociation is necessary to go Meta

 - Dangers of Meta States

 - Difference between Meta States and Primary States

- Their Power to Control

 - "They Set the Frame"

 - They Provide a context to understand meaning

- The Way MS's are Created

 - Environment

 - Purposeful, by us

- Examples of MS's

Learning to understand Meta States by trying them on

- Examples of Meta States to Try On

What Meta States Have You Established Related to:

- Persuading Others

- Selling

- Cold Calling

- Closing

- Negotiating

Some of the above Meta States are Beliefs. List them simply.

What is the difference between a belief and a thought.

- List a series of beliefs and thoughts

- What is the difference in the way you perceive a belief and a thought

- Pick a belief - ask, "Why do you believe that"?

 - You'll get a list of cause and effect and complex equivalence statements

What makes a belief Solid and powerful

- Repetition

Looping around a thought - good and bad
Consistency over time. Imagine having the belief over time (time line)
Desirability - want the belief (submodalities)
An authoritative voice in your head saying it.
Cause and effect and complex equivalence statements

Change Your Beliefs as Regards Persuasion

Pick a negative belief

 Pull it apart and examine the Meta States

Decide on a Positive Belief to Replace it With

 Add Empowering Meta States

Take the New Desired Belief and Do the Following:

 Create a compelling cause and effect or complex equivalent statement

 Loop that statement over and over in your mind with authoritative voice

 Picture the belief and add lots of desire

 Run the new belief out on your time line a few years for consistency

 Add the difference that makes a belief different from a thought to it

The Meta Yes - Meta No Pattern.

Conversational Meta States. The Beginning of Influential Spinning!

Is it true that He/She who sets the frame first wins?

 Why Not!

 So what is true then?

The "Language" of Influential Spinning

 Bring to bear on. . .

 Blend into or with

 Leverage into. . .

 Combine with, on a higher level

 The sense of "X" opens onto (their frame), and necessitates. . .

 Join

 Neutralize that with. . .

 Your value of "X" beats that up (a frame you don't like) cause it to be replaced with "X".

 Let's split that thought off for now and replace it with. . . "X"

 Enhance that thought with . . .

 Let's build into that the thought of

 Wrap all that in the feeling of. . . "X"

How can we GUARANTEE the person we are influencing will "Buy Into" our frame?

Using Criteria and Values as the Over All Frame

Meta States to add to their Values to Make them even more willing.

Suggestibility

Desire

Open Mindedness

Fairness

Sexuality/intimacy

Hypnosis/Trance/A Spell (You put a spell on me. . .)

Any positive value they will buy into will help and you are assured they will be more open to "buying in" if you leverage it into their values.