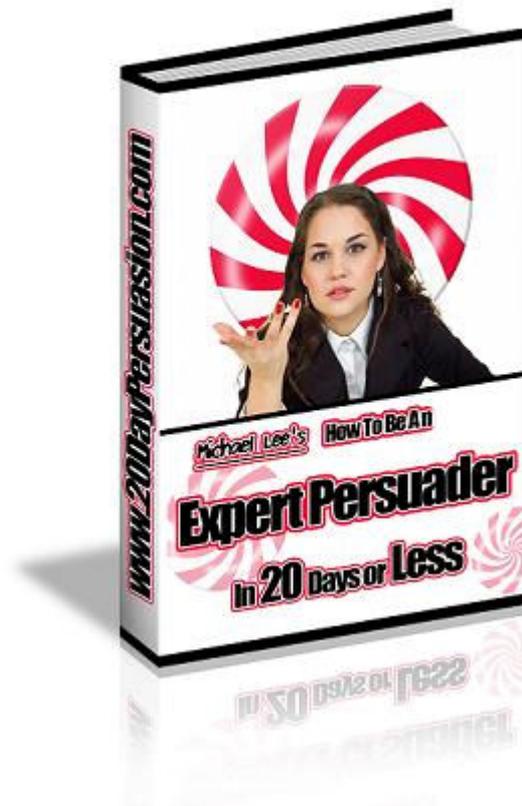


# How To Be An Expert Persuader... In 20 Days or Less

Sample Chapter (Chapter 17)

Brought to you by:  
Arina Nikitina  
<http://www.goal-setting-guide.com>



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# Expectations Become Reality

When you expect someone to do what you want, and that person treats you with respect or admires/looks up to you, you have already increased your chances of success higher.

The magic word here is "expect". You expect your child to get high grades in school and he will get high grades. You tell your son that he's a bright student, you really expect that to happen, and your son will meet or exceed your expectations.

We aim to meet, if not exceed, others' expectations of us, especially if we stand to gain benefits like getting rewards, earning trust, or being regarded highly. There have been cases where the law of expectation can produce almost miraculous results.

Take the case of cancer patients who were given placebo pills. These are just plain pills that have no healing capabilities. So how did they get well?

The power came from their thoughts. They were told that these pills contain the highest amounts of cancer-fighting ingredients that can effectively cure them in a matter of days. They expected to be healed, and so that's what happened.

See how powerful your mind is?

They believed that their health would be restored. They have registered in their minds that these pills will cure them of their illnesses. In the process, the belief embedded within their subconscious came to reality.

There was once a weightlifter who couldn't lift weights in excess of 300 lbs. So his coach devised a clever idea and told him that the barbell he has to carry weighs only 300 lbs. With all his might, the weightlifter managed to put it above his head. After he puts it down, the coach told him that he has just lifted 350 lbs. of weight! It's all in the mind!

A famous person once said, "Whenever you think you can or you can't, you're right."

If you think you are poor, then you are; unless you properly condition your thoughts to the positive mindset and expect great things to happen.

Read this inspiring story about a potential failure who turned into a success magnet. Here it is:

*My Dad's way of disciplining me when I was growing up could have made me a big time failure, had I not realized its consequences in time.*

*Now, don't get me wrong. I love my Dad very much, and I respect him. I'm sharing this story for the purpose of making you aware of things that could set you up for failure, so you can avoid them.*

*Now back to the story. When I was a young boy growing up, I oftentimes make mistakes (as small boys usually do). Every time I do something stupid or something that my Dad doesn't like, he would say things like "You're not using your head", "This is common sense stuff, and you don't know it", "Your cousin is much better than you are", etc.*

*My Dad often made me feel like I'm a stupid person, that all other people are smarter and much better than me.*

*He said that it's his way of disciplining me, so that I can grow up to be a better person.*

*As I grew up, his words often echo in my head. In due time, his words made their way to my subconscious. I was literally telling myself that "I am stupid" or "I am a failure" every time I make a mistake. I feel like I am my own worst enemy.*

*And I indeed failed in many of my endeavors. It was very frustrating for me to keep on failing and being a nobody. But because I simply cannot accept my fate, I read all sorts of self-improvement books to get out of my predicament.*

*And that's when I found out what's wrong with me. I've let my Dad's negative words about me become a part of my life. And because I accepted his teachings as words of wisdom, I took on the personality of a failure.*

They say that people act or behave according to how you treat them. When we assign a person certain positive qualities or attributes, that person will allow us to believe that what we said is true. So if you treat, let's say, an average student as a genius, and tell him that his performance exhibits that of a highly intellectual person, he will allow us to believe it and indeed become a very smart person. Try it; you'll be tremendously surprised.

If you're a parent, assign positive qualities to your children, even if they don't have those qualities yet. Tell them they're smart, and they will indeed become smart. That's the power of the subconscious mind.

We can use this to our advantage by adding certain words such as "You probably already know" or "You probably realize" in our statements. This is powerful because you are assuming yet unconsciously suggesting at the same time.

**Example:**

"You probably already know that this is the best deal you can ever find."

Some people presume that they are being perceived in a particular way, and they will act according to their own perceptions. An employee, who assumes that his co-workers perceive him as incompetent, will probably be unable to fulfill his job well. On the contrary, if that employee thinks that others are praising him for his good work, he will probably produce good results with his job. This phenomenon has a lot to do with their beliefs. What you believe will happen, can actually manifest into reality.

## **How to Use the Power of Expectation**

To use the power of expectation, find some point of similarities between you and the person you're persuading. For example, both of you are members of a reputable association. You can say something like, "As a fellow member of 'Justice for All Inc.,' I know you want justice to be served at all times. I respect you and regard you as one of my heroes. I'm sure many people treat you the same. Just want to thank you in advance for continuing the fight to give justice to Mr. Jones."

Want to know how to use expectation to persuade others to accomplish tasks 2 times, 3 times, or even many times faster? If the task requires 3 months to finish, tell them it has to be done within 3 weeks. The magic in this is that the work will be completed in a span of time based on a person's expectation of how much time is required to do it. Parkinson's Law states "work expands so as to fill the time available for its completion."

If they cannot absolutely do it in that span of time, use another principle – the principle of comparison. Tell them that if they can produce excellent results, they will be given a 2-week extension (or more, or less – you decide). They will compare the 2 time frames and may even thank you for giving them enough time! (You gave them the impression that they are given a lot of time even when they are not).

Another great tip to maximize the power of expectation is to be as specific as possible. If you can say, "I know you're a fast writer who can turn out at least 7 quality articles within 5 hours" instead of "I know you to be a fast and efficient writer," then the results will be better.

Keep in mind also that people base their expectations on various aspects such as your physical qualities, your surroundings, etc. Everyone will expect a neatly dressed and well-groomed person to be wealthy and successful; that's why it pays to look good when you're persuading others. If you wear dirty clothes and have unkempt hair, you'll be treated as someone who has bad manners, and they won't expect good outcome from you. The same goes if you have an orderly and tidy home. People will expect you to be an organized person.

## **What to Do When Others Expect Negativities Qualities or Results From You**

Learn to become a human filter. To become one, you must learn to filter out negative comments or suggestions. You know yourself better than anyone else does. Block out all those pessimistic views, while you absorb the positive ones.

And of course, never listen to those who have nothing good to say. Believe deep inside that you're fully capable of doing things which they don't think you can do.

They say that opinion is the cheapest commodity. And because different people have different opinions, you just can't simply accept the viewpoint of one person as the standard rule.

## Presuppositions

Presuppositions assume that the person you're persuading has already accepted your proposal or has reached an agreement with you, even if he has not yet done so. Notice the words in bold from the examples below.

"Are you **still** willing to join me in my quest?"

"Have you submitted your application **yet**?"

"I will give you \$100 **when** you finish this task. (Notice I didn't say "if")

"**When** do you want to **start doing** your assignment?"

"**Fortunately**, you can get the product at a big discount."

"**How happy** are you to be here in this memorable event?"

"I'm glad you checked this out. **How** will you **apply** it to your business?"

"Shall we start the program on Thursday **or** Friday?"

"**How satisfied** are you after reading my book?" ;-)

When you ask these questions, people will start thinking of answers and may therefore get distracted from thoroughly understanding your question. The result would be compliance.

## The Magic Question

Make the persuadee do what you want right now by asking a question that assumes he has already did your desired request.

### Example:

"If you made money with this program, would you continue your membership?"

If he says "yes", then you're in a much better position to persuade. That's because he will never know if he will make money with your program unless he joined.

## How To Bring Out The Fire In Anyone

Jason is the new coach of a basketball team. His team has won many games since he has arrived to replace the previous coach.

The players are more at ease with him and more open to discuss any concern with him. Moreover, they have become more confident and motivated to play now that he's leading the team.

Before he coached the team, they were on a losing streak. Now the team is on a hot streak and they may even have a chance to win the championship.

What is Jason's secret?

Whenever one player does something nice, Jason gives him a good name to live up to.

When a player makes good blocks or does a great job in rebounding, Jason will tell him, "Wow! Your rebounding and defense are very much like Tim Duncan. Keep it up."

When a player shoots consistently well, Jason will tell him, "Super! Your sweet moves rival those of Steve Nash. Wow!"

When his team wins, he'll encourage them, "We will win one game at a time. We'll win the championship, just like the San Antonio Spurs did."

Jason knows how to praise his players and how to motivate them to do better. He assigns qualities and aspects that the players are inspired to adopt, even if the players don't possess those characteristics yet.

The players, on the other hand, would try their best to establish the reputation that their coach has assigned to them. They don't want to humiliate themselves by performing below the reputation that Jason has delegated to them.

Whenever he needs something to be done by a player, Jason tells him, "James, you always shoot like Michael Jordan. In this play, you're going to take the game-winning shot. Let's win this!"

James feels like the MVP. He's all fired up and his coach expects him to play like Michael Jordan. James simply can't let his team down.

Sometimes Coach Jason will apply a slightly different approach.

When he expects David to defend Brian (the other team's star player), Jason will tell him, "David, you've always been a great defensive specialist. Nobody has ever stopped Brian from scoring above 20 points in any game before. Would you be able to stop him this time?"

Coach Jason issued a challenge to David. David couldn't back out now. He has to prove that he can defend Brian. He has to show everyone that he is one of the greatest defensive players ever.

When you give out a challenge to someone, that person will be much more motivated to prove to you that he can accomplish any task you assign him. Moreover, he will want to enhance his reputation by trying to surpass that challenge you brought out to him.

## **Press The Magic Button Of Motivation**

Now every time his team wins, Coach Jason will credit their accomplishment to the team's amazing teamwork, coordination, and dazzling plays.

By ascribing a certain event (the team's victory) to a cause (the team's amazing teamwork, coordination, and dazzling plays), he has established a connection between the winning and the team's performance.

By doing that, the team's desire to win has always spurred from within themselves the driving force to perform well.

Coach Jason would also celebrate a win by inviting the whole team to his home. His wife would cook the most delicious pasta in the city.

The pasta has become the team's motivator, and it has also become an anchor. Whenever there's a game, Coach Jason would just tell them to "Win this game and get a mouthful of pasta later."

Just imagining the appetizing sight, smell, and taste of the pasta would stimulate the team to do their very best.

\*\*\*\*\*

**If you find this chapter helpful, then I'm 100% confident you'll be blown away by the full version of [How To Be An Expert Persuader... In 20 Days or Less.](#)**

**Several persuasion secrets are revealed within its 229 pages to help you hypnotically persuade anyone to willingly and eagerly do what you want without them knowing it... guaranteed!**

**If just one of these secrets can dramatically transform your life, wouldn't you think it's worth looking into?**

**[Click Here Now to become a Powerful Expert Persuader](#)**

Thousands of satisfied customers, including persuasion experts and self-improvement authorities, are raving about how this course has dramatically helped them in almost every aspect of their life. You don't want to get left behind, right?

Here's what some of my satisfied readers have to say:

**"By Far the Best Guidebook of Persuasion and Influential Techniques Ever Written..."**

"How to Become An Expert Persuader" is by far the **best guidebook of persuasion and influential techniques** ever written. You could read dozens of books trying to find the information Michael has condensed into this one easy-to-follow volume.

Not only has this book helped me to personally "win friends and influence people," but I've received excellent feedback from my readers who absolutely love this book. Great job, Michael, and thanks for all the priceless information!

**Andreas Ohrt, Mind Power Expert**  
**[www.MindPowerNews.com](http://www.MindPowerNews.com)**  
**[www.SecretMindPower.com](http://www.SecretMindPower.com)**

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**"One of the Best Books I've Seen on the Science of Persuasion..."**

Whatever you want to do in life, you need the cooperation of other people. Learning how to persuade other people is essential to success in any aspect of life, whether we're talking sales, business, dating, or even parenting.

"How To Be An Expert Persuader" is **one of the best books** I've seen on the science of persuasion. Michael leads you by the hand and gently guides you through the wild jungle of NLP theory and techniques to guide you to the knowledge and skills that will enable you to accomplish anything and everything you want in life.

Once you've finished this book, you will find persuasion to be an easy and natural skill to use.

**- Alan Tutt, Persuasion and Mind Power Expert**  
**[www.KeysToPower.com](http://www.KeysToPower.com)**  
**[www.PowerTrainingAcad.com](http://www.PowerTrainingAcad.com)**

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**"Michael's Writing Style And Interesting Stories  
Kept Me Interested All The Way Through The Entire  
Book"**

Being a devoted husband, father, teacher and business owner, I consider myself fairly experienced in the art of persuasion. However, I picked up some great new ideas and methods of how to speak to people.

Michael's writing style and interesting stories kept me interested all the way through the entire book. Whether you would like to improve your negotiation skills with your business partners to grow your company or just with your own family and friends to make your life easier, I recommend getting a copy of, "How to Become An Expert Persuader" now.

**Jeremy Gislason**

<http://www.SureFireWealth.com>

<http://www.SavingYourTime.com>

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**"This eBook Is An Absolute Masterpiece!!!"**

I don't know anything more valuable than being able to help people achieve their dreams and desires and this extraordinary ebook does exactly that.

Also nothing has ever captured my attention or given me the most help in my personal and business life than what this product teaches...

My advice to anyone visiting this website. Invest in this book today and be assured you've made one of the **best decisions** and **smartest investments** in your life!"

**Mason Ramm**

[www.HowToEarnALivingOnline.com](http://www.HowToEarnALivingOnline.com)

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**"Full of Uplifting Ideas to Better Position Myself  
in All Types of Negotiating Situations..."**

Hi Michael,

I found your 20 day Persuasion ebook full of uplifting ideas to better position myself in all types of negotiating situations. But not only that... I also discovered other concepts to help balance out other situations that come up in life - and how to best handle them... This is really a well thought out helpful book.

**Michael Nicholas**  
**www.OrderButtonTriggers.com**

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**"Techniques That Really Work Because They Are Tried  
And Tested And Have Personally Worked For Me..."**

No matter what you are: an executive, a lawyer, a doctor or a salesman, Mike Lee's system is complete with techniques to get what you want. Techniques that really work because they are tried and tested and have personally worked for me !

**This is a must** for those who feel that they are being pushed around against their will and cannot have things their way. It is a must to succeed in life. This helps them to secure for themselves win-win situations, no matter how difficult the circumstances.

This is positively, steps ahead of "How to Win Friends and Influence People."

**A C Shyam Raj**  
**COCHIN**  
**Kerala, India**

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**[Click Here Now to become a Powerful Expert Persuader](#)**

**"Real Life Methods and Tips That I Can Use  
Everyday..."**

"Hey Michael,

And I thought accountants were square. You definitely 'persuaded' me to change my perception.

I really like your book because it focus on real life methods and tips that I can use everyday.

Unlike other books which are a bunch of theories, I find

your book interesting and **very, very practical.**

**Two thumbs up!"**

**Melvin Ng**

**"How To Double Your Reading Speed In Just 16-Minutes"**

**<http://BestSpeedReadingCourse.com>**

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**"Michael's 20 Day Persuasion is very  
Motivational!"**

As a programmer, consultant, business owner and a father, I think I'm good in the art of persuasion and when I read your book I see your good points and you also know what you're doing.

I love your writing style and the sample stories. I told my list that if you are in business you need his copy on how to persuade people. You too can become An Expert Persuader in less than 20 days!

Best Regards,

**Ross Dalangin**

**<http://www.RPQM.com>**

**<http://www.P1M.org>**

**<http://www.WebQuartet.com>**

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**"A No-Fail Way to Break Through Any Block  
You're Experiencing In Life..."**

Mike, Your "How To Be An Expert Persuader...In 20 Days or Less" contains a lot of good and helpful information!

The chapter that has helped me the most so far is "Ask And You Shall Receive." It is a **no-fail way** to break through any block you're experiencing in life!

I'm sure that everyone will find something in "Persuasion Wizard" to help them make big changes in their life.

Thanks!

**Glenda Ball,**

**Salisbury NC USA**

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**"I'll Definitely Be Recommending It to  
Everybody I Know..."**

Hiya Michael,

Just read through your book, and **I love it!** Lots of interesting information and great hints and tips. It's definitely a book I'm going to have to re-read a few times. I look forward to trying out some of the techniques too.

I'll definitely be **recommending it to everybody** I know.

**Anna-Marie Stewart**  
**Author of "Forget The Hype!"**  
**[www.annamarketing.com](http://www.annamarketing.com)**

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**"After Reading the First Chapter, I Couldn't  
Resist Reading the Rest of It..."**

Hi Michael,

Your book is awesome! It has **so many powerful techniques** about persuading anyone into doing almost anything for you - from getting to know people upfront to getting sales immediately.

After reading the first chapter, I couldn't resist reading the rest of it.

Your "Expert Persuader" is an absolute gold mine for people who really want to learn the art of persuasion.

Considering the very low price you are selling it, **anyone would have to be a fool to pass up this offer.**

Thank you very much for such an amazing book.

**Darin A. Gordon**  
**<http://www.daringordon.com>**

## When you become an Expert Persuader just like me...

- You get to **easily sell much more** of your products to anyone and **enjoy a profit explosion!**
- You get to naturally **attract the opposite sex** and **have a satisfying love life!**
- You get to effortlessly **get along with anyone** and **expand your network of friends!**
- You get to **hypnotize anyone** with your words, even if you have zero knowledge in hypnosis!
- You get to **feel important, be popular and powerful** among your friends!
- You get to wow any job interviewer and **secure your dream job!**
- You get to effectively persuade your boss to **get that much-coveted promotion or raise!**
- You get **paid expensive fees** to write hypnotic sales letters for others!
- You get to **smoothly talk** your way out of any tight or embarrassing situation!
- You get to motivate yourself and others to **achieve amazing things!**
- You get to **be liked, trusted, respected and admired** by everyone!
- You get to set up a "shield" to **protect yourself** from being manipulated or tricked!
- You get to influence others to **learn faster**
- You get to inspire your employees to **do a good job** and **become more productive** (if you're a manager)!

I look forward to sharing with you the most powerful secrets that I have studied, researched, tested, and applied to successfully persuade and influence anyone to your way of thinking.

**You now have the most distinct advantage and privilege to take the easiest shortcut to persuasion success.**

**[Click Here Now to become a Powerful Expert Persuader](#)**

To Your Huge Success,



Michael Lee

**P.S.** If you have achieved your dreams by applying just one method from **How to be An Expert Persuader**, would you share your story with me? If one technique can dramatically transform your life, just imagine what you can do with your "**secret**" **persuasion powers** if you master many of them!

**P.P.S. Bottom-line:** If you know how to hypnotically persuade and influence people, you will achieve **massive success in everything you do** because persuasion impacts almost all aspects of your life. Investing in this course is the best decision you can make for yourself, don't you agree?

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