

The Power of Persuasive Phrases In Learning

Evolutionary Psychology and the Future of Learning



With

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“RESISTANCE IS ~~FUTILE~~”

...INEVITABLE





YOUR BRAIN

YOUR BRAIN ON TRAINING

Conscious

Outcome Objective: erudite phrases to confound lesser minds

Section 1: phrasing to get funding and approval

Lesson A: obvious and confusing at the same time

Key Point I: sounds important

Sub Point a: sounds obtuse

Sub Point b: sounds obtuse

Key Point II: sounds important

Key Point III: sounds important

Key Point IV: sounds important

Sub Point a: sounds obtuse

Sub-sub point i: are you kidding me

Sub-sub point ii: WTF

Subconscious

you hurt my feelings Look! Squirrel
fun, now quit yelling!
I lust you this tastes yummy
Will it hurt? I'm scared beer-30
ouch TELEVISION
please love me You lied
sugar, NOW bedtime
WOW
be my friend dance are we there yet?
I'm bored I'm fat stranger danger
I'm such a loser



YOUR BRAIN

YOUR BRAIN ON TRAINING

Conscious
Thinks It's in Charge



Subconscious
Is Actually in Charge

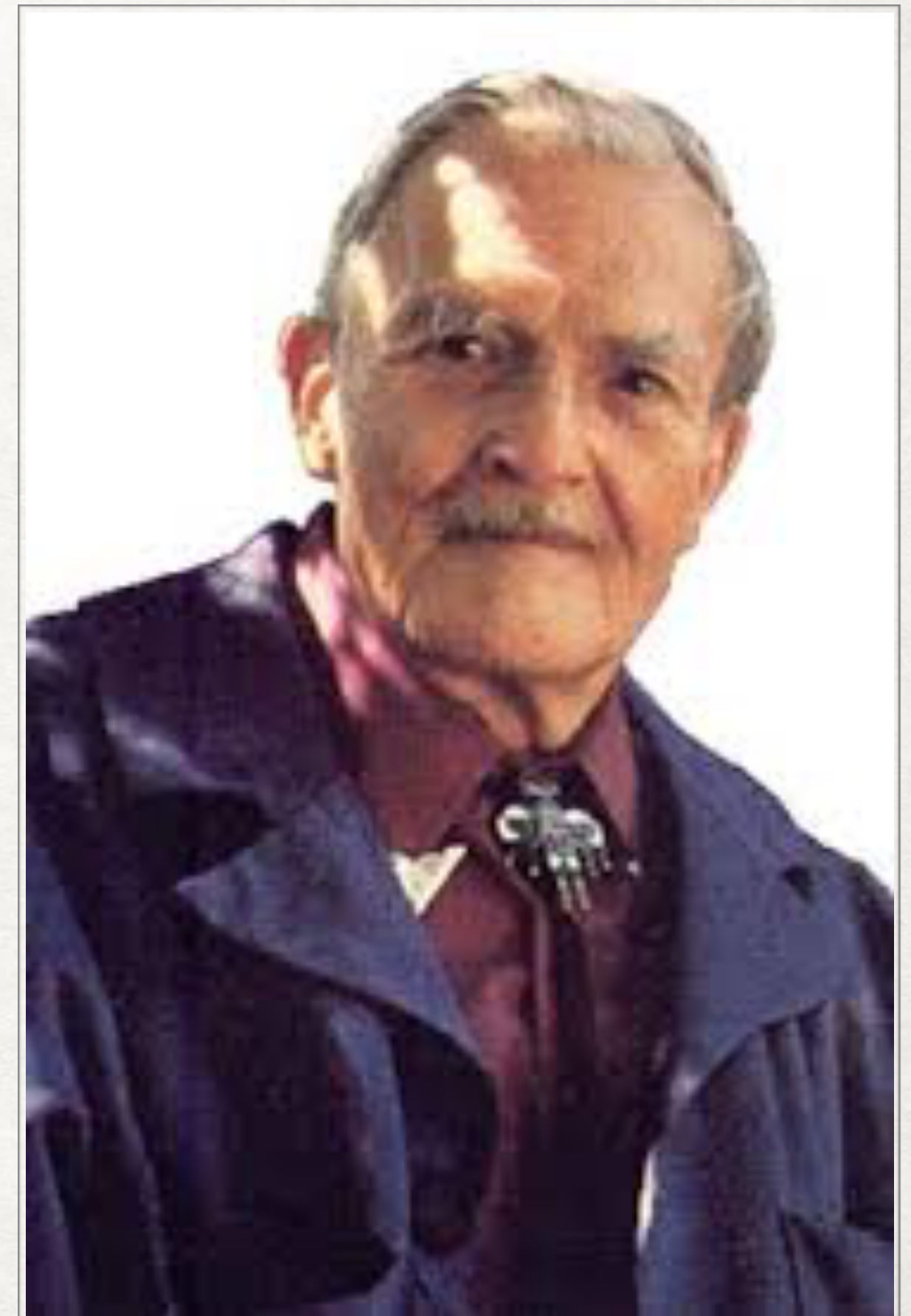




ANTHONY ROBBINS



RICHARD BANDLER



MILTON ERICKSON

7 SUPER PERSUASIVE PHRASES

Jonathan Peters, PhD



Do you remember that program you created or delivered? You know, the one you worked so hard on? Can you also remember how you felt when all you got back were blank stares? Or the inane questions they asked? Or maybe they actively resisted learning in the first place? You probably believed they were being obstinate, rebellious, or just plain stupid.

But what if, instead, you knew a few secret phrases used by the best marketers and persuaders, and you used those phrases to compel learning, to put smiles on their faces, and to get them to engage?

You see, you're reading these words, wondering what this webinar will be about, and you find yourself wanting to attend this webinar to learn how to slip past their resistance and successfully engage their minds.

During the webinar, you will get 7.5 language patterns--rarely revealed--that you can use in your live and virtual programs to successfully bypass resistance and almost guarantee engagement.

Imagine how much happier you'll be without the stress of resistance. You might even smile when your supervisor recognizes what you've accomplished. And all you have to do is decide now to attend the webinar.

7 SUPER PERSUASIVE PHRASES

#1 The fact that _____ means _____

“The fact that you are reading these words means that *you are going to master the art of* conversational persuasion quickly and easily.”

“The fact that you are a manager means you monitor your team’s training and development.”

BONUS

Presuppositions

The fact that...

Since you...

When you...

Isn't it true that...



7 SUPER PERSUASIVE PHRASES

#2 How would you feel if you _____?

“How would you feel if you had the ability to easily handle customer complaints?”

How would it feel to be recognized by your manager as a go-to team member?

BONUS

“Would”

“When would now be a good time to complete this training?”

“What would have to be true...”

“You may not be thankful now, but if you wanted to be thankful for something, what would it be?”

7 SUPER PERSUASIVE PHRASES

#3 Don't _____ too quickly.

“Don't work through this program too quickly.”

“I don't want you to focus on getting all the answers correct.”

BONUS

*The Subconscious doesn't
"hear" the word "don't"*



7 SUPER PERSUASIVE PHRASES

#4 You may have already started to notice _____.

“You may have already started to notice improvements in how you handle complaints.”

“Once you begin to notice opportunities for teamwork, you may find it easier to complete tasks and get along with co-workers.”

BONUS

Ambiguity

“I wonder if...”

“I don’t know if you...”

“Perhaps...”

“You might _____ or you might _____”

“Sometimes it’s difficult to...”

7 SUPER PERSUASIVE PHRASES

#5 When you really begin to _____ then _____.

“When you really begin to learn the key principles of this course, then you will be able to better manage your time.”

“When you really begin to think positively about your life, then you can finally have what you’ve always wanted.”

BONUS

"When"

"When you find yourself applying these principles to your work life, you will..."

When you arrive on time at work, you'll notice...

When you think about the best way to accomplish...

7 SUPER PERSUASIVE PHRASES

#6 A person could _____.

“A person could master Microsoft Excel in just a few minutes of practice a day.”

“A person could easily become a powerful leader.”

BONUS

What person/people?

“Everyone knows...”

“Most people...”

“They say...”

“Like most people, you probably...”

7 SUPER PERSUASIVE PHRASES

#7 You can either _____, or you can _____.

“You can either read all the material straight through, or you can focus on each chapter individually.”

“You can either arrive at work on time, or you can arrive a few minutes early.”

BONUS

Double Binds

“Will you pay with cash or credit card?”

“You can choose to remember to forget what I said, or to forget to remember what I said; the choice is yours.”

SECRET WORD PATTERN

The Brain Has to Answer a Question



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