

# Persuasion Mastery Bootcamp

**TOTAL IMMERSION**

**SEMINAR  
FOOTAGE**

**Class Handouts And  
Notes: Day One**



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## **Disclaimer**

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# Persuasion Mastery Boot Camp, Los Angeles, March 2014

## What Is Persuasion?

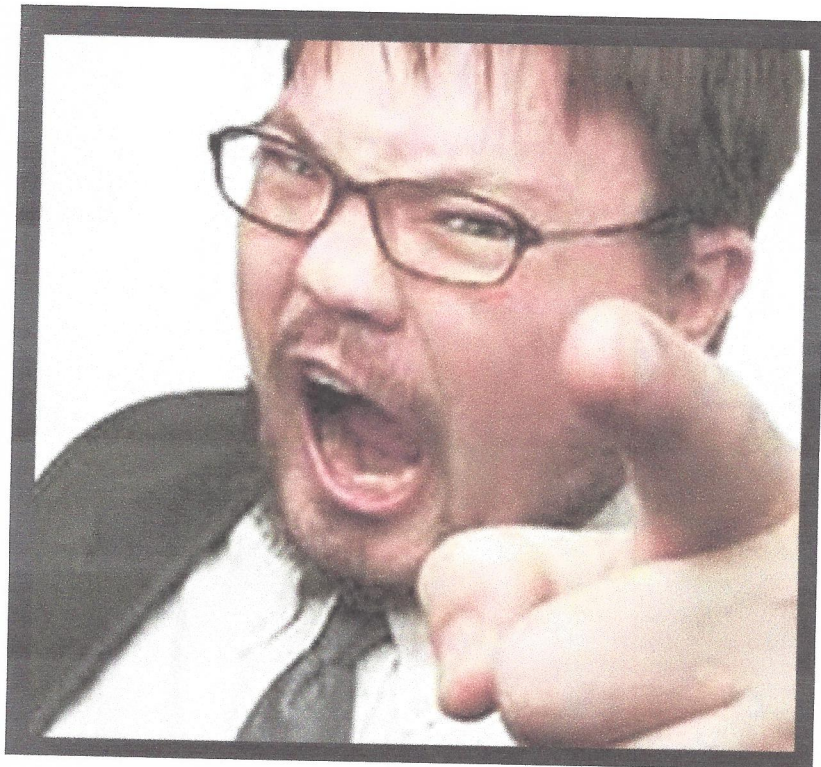
“The art of moving the emotions and imagination of your prospects to the point where they take the actions (or continue to take the actions) you wish them to take”

“The art of moving people off their auto-pilot first response that often does not serve them, and expanding their view to see an opportunity that truly benefits them.”



“The art of setting/re-setting the meaning frame that people put on your interactions.”

Example: You show up late for a meeting. Your boss yells: “Showing up late means you don’t care about this job. “



“YOU DON’T CARE AND YOUR MOM DRESSES YOU FUNNY!”

His meaning frame is that you've committed an infraction and violated an important value that he holds-that you care about the job."

How would YOU re-set the frame and the meaning?

A, ( ) "I do care, but I had to get my coffee."

B. ( ) "Look how sloppily you are dressed. I don't think YOU care very much for YOUR job."

C. ( ) "Sorry, but I was busy doing your wife and she didn't want me to rush."

D ( ) "I am sorry about that and will do my best to be on time, and I am extra sorry that this is taking time for getting down to the success that we both want."

**Group exercise for extra credit and \$50 Starbucks Card!**

Step 1: Break up into teams of 4-5 people.

Step 2: Introduce yourselves to each other, and pick a team name that is a nonsense word. Like "Gmork".

Step 3: Take 10 minutes to discuss and explore the following question and come up with your best answer:

Why is the answer (D) better than simply saying, "I'm sorry about that and will do my best to be on time" ?

Step 4: Appoint a team leader to give your answer; I'll call on each team leader to speak.

### Gold Key Understanding

Humans are meaning making creatures.  
Our brains are hard-wired to look for patterns and make sense of things.  
Therefore....

Whoever Controls The Meaning/Frame  
Controls The Interaction!

Someone is always going to control the frame; it may as well be you.

## **“But...But What About Manipulation?”**

**“Are you trying to manipulate me to feel guilty about teaching you these life changing tools?”**

**“Manipulation? You should see my Uncle, Benny, the used car salesman in action. Now THAT’s manipulation.”**

**“Did Columbus manipulate the map or did he sail off the edge of other people’s limited thinking and discover new worlds? Don’t you want to be a winner like that?”**

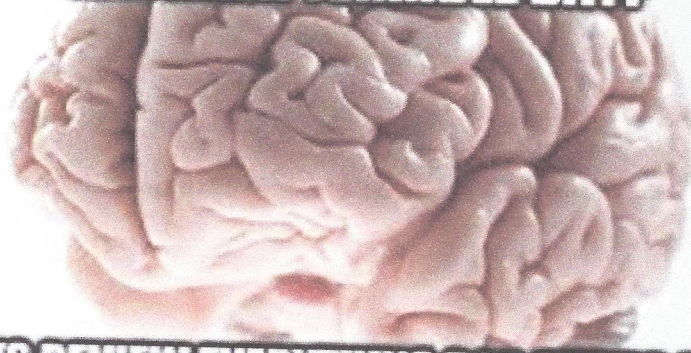
**“You have to give trust before you can get it. Don’t you want me to trust you?”**

We will be spending all day Sunday learning to do these meaning reframes. Be ready to have fun

## Gold Key Understanding

Humans in general, and your prospects in particular, don't come to you as blank slates. They come with all sorts of emotional filters, moods, and beliefs through which they will receive your message. Therefore it is VITAL that you use your language to create an emotional filter and state of mind through which they will receive the rest of your message.

**OH, YOU'RE FEELING DEPRESSED AND  
HAVING A TERRIBLE DAY?**



**LET'S REVIEW EVERYTHING BAD THAT'S EVER  
HAPPENED TO YOU SO YOU CAN FEEL WORSE**

How likely is it that this brain is going to buy your message, let alone buy your product or service?



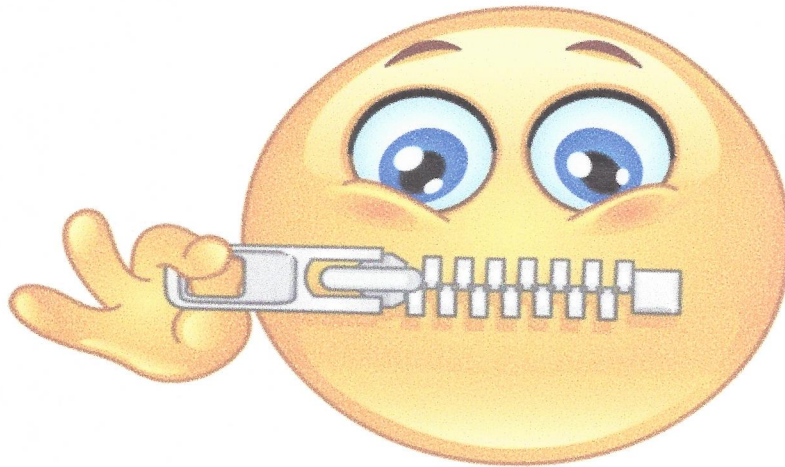
## **Super-Duper Platinum Master Key Understanding**

Using vague language, ambiguity and implication are the most effective, irresistible, fun ways to massively short-circuit your prospects skepticism, crappy moods, self-doubts, boredom, fear, etc and create states of receptivity, growing excitement, wanting to be convinced and drooling to give you what you want!

We will be spending all of Saturday teaching you how to do this.

## **A Final Note For You Mushy-Wushy Goody-Goods Who Are Afraid To Use These Powerful Tools And Understandings**

Since humans are **always** searching for patterns and meaning, and since language both expresses and structures meaning (and moves emotions), unless you shut up and never say a word, you cannot NOT persuade.



**C'mon now. Is this how you want to  
move through your world?**

**I didn't think so, Buckwheat!**