I'm not a robot

Welcome to Conversational Persuasion Influence 4 (CPI 4), the definitive course by David Snyder, a world-renowned specialist in NLP and conversational hypnosis.With CPI 4, you will discover the keys of mastering the subtle art of persuasion and influence, allowing you to achieve your objectives with confidence, clarity, and precision. 1. 21 Most Powerful Words in Human Language 2. 1CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights Reserved21-Most Powerful Words Cheat SheetOverview The following words are representative of a categories of language patternsthat significantly impact how people think and manage their internal thought processes.It is the patterns rather than the words themselves that represent some of the mostuniversally powerful and effective neuro-active language tools known today.1. Because Cause and Effect X Y2. Causes3. And4. As5. Means Complex Equivalence- X = Y6. Is7. Like8. Same as9. Easily Adverb/Adjective10. Naturally11. Unlimited12. Aware Awareness13. Realize14. Experience15. Before Temporal/Ordinal16. During17. After18. Among Spatial19. Expand20. Beyond21. Stop-Start-now Pattern Interrupts/Direct Commands 3. 2CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedNeuro-Cognitive Language Patterns: The Magnificent Seven (+/- Two)The most powerful hypnotic language patterns that exist.Presuppositions Defined Things or elements within a communication that must beaccepted, assumed or presupposed as being true in order to make sense of any givencommunication..Why Use Presuppositions? They are global and therefore useful in any situation or circumstance. Because they have the same effect on anyone hearing them, you can use pre-suppositional languaging to influence large groups as well as a single subject. When used properly, presuppositions can naturally and easily induce trance. Completely natural and undetectable to everyone (except to those rare individualswho happen to share with you this kind of advanced level of linguistic skills). People must accept what is said as true for them to mentally process the language andmake sense of what you told them.The most basics presuppositions are: Existence something must exist, if it is named it must exist. Naming impliesexistence. Action something is being done to something. Implies a process is occurring.Suffix Theory ing vs. ed-ing: Creates mental movies and ongoing processes.- Moving pictures are more real and compelling.-ed: Creates still photographs, and past tenses.- Useful in shifting things into the past or de-vivifying an internal experience. 4. 3CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedAdverb / Adjective Presuppositions Put descriptors before the things they describe. Eliminate Mental Friction. Force mental pictures to be exactly what you describe. Everything that follows the adverb/adjective is presupposed in the sentence.Examples: Simply, logically, intuitively, easily, naturally, truly, utterly and unlimited,automaticallyTactics: Applying Adverb/Adjective Presuppositions When speaking, load as many of these as you can into what you say withoutsounding unnatural or strange. Make your speaking and writing far more real, compelling, and interesting. Three or more of these stacked in row will induce trance very quickly, sometimestoo quickly so use with precision. Two in the front and one in the back is a good rule for use in writing.Adverb / Adjective PresuppositionsSkill building and installation: Craft three basic sentences using the adverb/adjective category. Craft three basic sentences in the form of a hypnotic suggestion such as you mightuse with a client to elicit the results you desire. Craft three sentences using the adverb/adjective category that are directly contextdependent for application in the real world. Write them and speak them out loud, compare their effects when spoken and read. 5. 4CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedWords for this Exercise: Simply Logically Intuitively Easily Naturally Truly Utterly Unlimited 6. 5CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedAwareness Verbs One of the most powerful and useful of the Magnificent 7. Automatically causes the person to undergo the awareness process named in thesentence. Anything following the awareness pattern is presupposed in the sentence.Examples: notice, realize, aware, understand, recognize, comprehend.Awareness VerbsSkill building and Installation:o Craft three basic sentences using only this category.o Craft three basic sentences in the form of a hypnotic suggestion such as youmight use with a client to elicit the results you desire.o Craft three sentences using this category that are directly context dependentfor your application in the real world.o Craft three context dependent sentences that combine all the presuppositionsyou have learned up to this point.Awareness Verbs for this Exercise: Notice Realize Aware Understand Recognize Comprehend 7. 6CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedTemporal/Ordinal These words utilize some aspect of time or number in order to create presuppositionsof choice. Time, durations and numbers presuppose things and actions.Examples Before, During, After, First, Second, Third, Primary, Secondary, Tertiary,etc.More Advanced Temporal shifting Now Then NowTemporal/OrdinalSkill Building and Integration: Craft three basic sentences using only this category. Craft three basic sentences in the form of a hypnotic suggestion such as you mightuse with a client to elicit the results you desire. Craft three sentences using this category that are directly context dependent for yourapplication in the real world. Craft three context dependent sentences that combine all the presuppositions youhave learned up to this point. 8. 7CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedSpatial Presuppositions for this Exercise: overall undergo expand among beyond to from 10. 9CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedEXERCISETrance Integration of New Skills: Break up into groups of 5. One person sits in center. Other four surround the 5th Person sitting gives his/her handwritten suggestions to one of the other groupmembers. Subject goes into trance or closes their eyes and pretends to go into trance and justdrifts. For the next three to five minutes the group delivers, in random order, rapid firesuggestions for the integration and utilization of these skills, now and in the future,linking them to good feelings and pleasure.Spatial Presuppositions These words create vivid and compelling relationships between things within themind of the listener. Evoke powerful mental imagery.Examples overall, undergo, expand, among, beyond, to, fromSpatial PresuppositionsSkill Building and Integration: Craft three basic sentences using only this category. Craft three sentences in the form of a hypnotic suggestion such as you mightuse with a client to elicit the results you desire. Craft three context dependent sentences that combine all the presuppositions youhave learned up to this point. 9. 8CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedSpatial Presuppositions for this Exercise: overall undergo expand among beyond to from 10. 9CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedCause and Effect This is a superpower pattern that can be magnified even more when stacked with theother presuppositions in the Magnificent 7. Mirrors the structure of belief. All rights reserved terms. Anything stated this way tends to be accepted as true, or at the very least appears tomake very logical sense to the person hearing them. Thus, you can quickly create anynew reality you want in a seemingly logical way. Easily, naturally and automatically allows you to install suggestions in the mind ofthe subject.Examples and, as, cause, because, since, makes, triggers, allows, createsStructure of Cause and Effect:X Causes Y Any X Can Be Said to Cause Any Y X is usually a Pace Y is Usually a Lead.Implied Cause and Effect Implies two things are somehow connected. X happens and Y naturally follows.Example:As you sit there easily absorbing this material, you will naturally experience goodfeelings. 11. 10CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedEXERCISETrance Integration of New Skills: Break up into groups of 5. X means Y.X = Y Any X can mean any Y X is usually a Pace Y is usually a LeadSkill Building and Integration: Craft three basic sentences using only this category. Craft three sentences in the form of a hypnotic suggestion such as you mightuse with a client to elicit the results you desire. Craft three sentences using this category that are directly context dependent for yourapplication in the real world. Craft three context dependent sentences that combine all the presuppositions youhave learned up to this point.Cause and Effect Words for this Exercise: And As Because Causes Allow Since 12. 11CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedDirect Commands/Pattern Interrupts These are powerful pattern interrupts. Allow you to instantly halt or change the direction of a conversation or train ofthought. Create strong fractionation effects for your listener(s) when combined with theother magnificent seven.Examples- Stop, Start, NowDirect Commands/Pattern InterruptsSkill Building and Integration: Craft three basic sentences using only this category. Craft three basic sentences in the form of a hypnotic suggestion such as you mightuse with a client to elicit the results you desire. Craft three sentences using this category that are directly context dependent for yourapplication in the real world. 14. 13CPI Level One Language Patterns Mag 7Copyright 2019 David Snyder NLPPOWER.Com Inc. All Rights ReservedDid you enjoy this special training on the 21 most powerful words in human language? Ifso we invite you to learn more about Dr. David Snyder and the CPI Charismatic andSocial Influence Persuasion Systems.You can learn more by checking out the following resources. Our Home Page Youtube channel Instagram Channel Twitter Channel - Facebook Page -- updates on products, services and live event trainings give us a call at 858 282 4663mention clubhouse and get 25% Discount on all products and services limit one use percustomer.We look forward to seeing you again very soon!Sincerely,Your Friend,Dr. David Snyder DACM Real World NLP is a comprehensive and advanced certification program in Neuro Linguistic Programming , led by Master Hypnotist David Snyder.In this online seminar, you will learn Davids unique approach to teaching and applying NLP techniques in a practical, real-world setting. You will discover how to use NLP to create rapid and powerful change in people, and learn how to model peoples experiences to help yourself and others achieve the changes you desire. David Snyder might be an unusual guy to review, partly because I had never heard of him before until a few weeks ago. David is an NLP trainer and hypnotist out of San Diego, who is also an experienced martial artist. I stumbled across him on youtube and was really impressed with his presentation style (which I felt is quite similar to my own. We even share the same dress sense....). Lots of good stuff and some very long and detailed videos on stuff like pain control, language patterns, hypnosis, even dating. Again, I don't know the guy at all, but he comes across as very likeable and very skilled. Update: Just noticed that he has an alter ego and also puts out stuff under the name David Van Arrick, which seems to be mostly focused on stealth hypnosis. And he is also known as David X, who I am pretty sure I have come across when I was researching stuff on speed seduction. I think I have written about my dislike of speed seduction and the whole PUA community before, but just based on his youtube channel, I would say that he is really worth checking out when it comes to NLP. Here is the address: This article is part two of an interview with David Snyder, Hypnotist, NLP Master Practitioner,trainer, and one of the worlds leading experts on the art of Influence and Persuasion.If you havent read part one: 25 Secrets of Influence and Persuasion We talk: Lets begin.Influence in an attraction context Michael Frank: How might one influence another in an attraction context?David Snyder: Give me a context? What stage are we at?Michael Frank: Well lets say youre at a bar and youre chatting to someone youve just met. What are some things that you could do to influence or persuade them? I mean, if theyre not attracted to you, maybe theres nothing you can do, but if it is a winnable battle, what are some things that you might be able to do?Make her laughDavid Snyder: First and foremost, I would absolutely make them laugh. I would find a way to lighten the situation. I would also put any sexual agenda or any romantic agenda out of my mind before approaching simply because you dont want to go in there with a sexual agenda. You want to go in and find out if that person is cool to hang with.When most women create their dating profiles, theyre lying. And I mean that in the nicest sense. They may believe that the things theyre writing down are all true. I want somebody whos courteous, kind, loyal, obedient, cheerful, thrifty, must love dogs and red wine or something like thatGet in the right state: fun and playfulbut none of that is actually true until theyre having fun with you. None of that stuff matters until theyre actually enjoying spending time with you. So thats the first goal. Youve got to be fun. Youve got to be playful. Youve got to have the right state. If you approach a couple of girls or a single person at a bar in the wrong state, thats going to poison the frame, and youre going to have to work harder to win that. So the first thing is get your state right. If you come in a happy, fun, playful, nice to meet you kind of a vibe without a sexual agenda, youre going to fly under her radar. Shes going to throw a few tests at you to see what youre really about, but thats later down the line. So thats the first thing.The three magic questionsWe have something we call the three magic questions protocol. Its not three questions. Its three categories of questions:Location/occasionCareer/passionPast/childhoodLocation/occasionThe first level of question is what we call location/occasion, and its basically an opinion opener about something in the environment or why theyre there, to suck them out of their head and into the environment and interacting with you.This gives you the ability to guage their state, look at their physiology and echo their words, and then take them to level two, which is career and passion.Lets say youre at a wedding reception and youre seated at a table with some other people, you might say something as simple as:What do you think of the band?OrWhat do you think of these flower arrangements?You try to ask questions that cant be answered by yes or no. Now that does one very specific thing. It moves them from a state of internal dissociation, to a state of external association.In other words, theyre out of their head, in the world, paying attention to you. But youre doing it in a non-creepy, nonthreatening, nonsexual way that allows for conversation.You want to create an environment where its cool to talk in a safe, nonthreatening way.Use their words back to themYou also want to keep the conversation fluffy. You want to keep it light. You want to keep it interesting. And you want to use as many of their words as possible when youre doing it. Because the moment a person gets their words back, they feel an internal ping.Every human being on the planet is sending a little radar or sonar. Theyre pinging out into the universe their internal map, their internal checklist of whats desirable, whats right, what theyre supposed to have, and every time they get a ping back that matches, their attraction meters go up, their attention meters go up, so youll get attention first because many people using their words their way, it goes right into the most sensitive parts of their neurology. They feel heard, they feel understood, they get really curious, really quick.Curiosity in a woman is a powerful thing.Career and passionThen you transition into career and passion, and ask questions like:So Im curious, what is it you love about what you do?Not just: What do you do?But Im curious, just so I understand you:What is it you love about what you do?What makes gets you up in the morning?What made you decide that?How did you do that?Ill bet theres an origin story thereAnd let them talk.Michael Frank: What if that hate their job and it gives a negative feel to the conversation and theyre like I hate my job bla bla bla David Snyder: What would you rather be doing?What do you love to do?Heres one of the things I really noted. Most people who just meet for the first time, they only follow one conversational thread at a time. People whove been to together who know each other for a long time, open and close multiple conversations simultaneously, so dont be afraid to just transition.What do you really love to do then? What would you rather be doing?And thats because nobodys ever asked them that, and if all you do is nod, listen, echo, nod, listen, echo, repeat, and ask your next question, youll be amazed at how much they just keep talking and talking and talking and theyre going to give you tremendous amounts of information.Now one of the beautiful parts about this process is it doesnt matter about gender. Gender doesnt matter. It can be male to female, which is the common traditional dynamic, it can be female to female, it can be male to male, it does not matter.The original three magic questions protocol was originally designed for women to use on men. I modified it a little bit, so that both genders can make equal use of it. Now Ive got attorneys all over the country using this on juries in, during voir dire (The process by which prospective jurors are questioned about their backgrounds and potential biases before being chosen to sit on a jury.)and stuff like that to make every juror love them.You get people talking about things theyre passionate about, that theyre interested in, and just about every single human being on the planet, mostly men, but a lot of women nowadays have an idea for a book or a business. And when you get them talking about those things, or the career that they love, now youre actually interacting with them at an identity level of consciousness. This is a part of them that is very deep and very heart.Echo their words back to themIn fact, its the part of them that when you stroke those heartstrings in just the right way, they feel tremendous pleasure and they will simultaneously give you huge amounts of information about who they are, their model of the world, whether they see themselves as winners or losers, victims or go-getters, and at the same time theyll become progressively more attracted to you because as you echo their words back to them, they feel heard, they feel understood, theres no judgment.And dont believe me with this, just go out and start echoing peoples words and watch what they do. They dont shut up. They just keep talking. The longer they talk, the better you look, and the more connected to you they become.Now I need to make a distinction. Initially therell be attraction. Then therell be connection. Whether you keep attraction or not, will largely depend on what else you do throughout the three magic questions protocol. Most people need to get attraction, then connection and comfort, and then you can go into arousal.But in the three magic questions protocol, you start with very superficial level questions. Things that are nonsexual, nonthreatening, non obvious questions about who they are, and why theyre there in the venue theyre in.Disqualify yourselfIf you want to get past a womans defenses, you either have to disqualify yourself, or disqualify her as a potential romantic interest, because every woman you meet is immediately going to paint you with an agenda of wanting sex. So you have to find a way to circumvent that idea. So when you start talking about things that are completely neutral, completely not attraction related, they dont know how to do with that, but if theyre interested in you and your state is right, theyll at least give you the opportunity to interact with them and thats where it starts.How to use humorMichael Frank: When using humor, if you were to encounter someone with very high self-esteem, would you be more likely to neg and tease them a little bit, and if they have lower self-esteem then maybe make fun of yourself or someone else in the room? How would you use humor?David Snyder: I usually avoid humor thats directed at a particular person Im interacting with until I know that person a little bit better. Ill give you an exception to this rule in a minute, but it will not be directed necessarily at a person or a persons self-esteem, but at a situation or an environment. Ill reframe something that has been said or done in a funny way that doesnt offend anyone.You have to be careful with negs, because only certain types of people respond predictably to negging. Negs also have to be delivered in a cocky, funny, playful way, and most people are too stressed out when they try to neg, and so they come off as offensive and condescending rather than funny, playful and cocky.NegsMichael Frank: And a neg is simply a subtle tease to someone you like in a playful way.David Snyder: Its a covert attack on somebodys self esteem. Like if you walk up to somebody whos got really beautiful ornate nails where the vast majority of peoples fingernails out there are artificial, you might say something like: Oh those are gorgeous nails. Are they real?Now youve complimented her. But in the act of admitting that theyre not real, its actually lowered her perceived value because it actually kind of says, well, youre not really being authentic. But youre not saying that. That act of just suddenly asking that question in a way that lowers the value of what youve just given them creates a difference in perceived value.StatusHuman beings are extremely compliant and suggestible to status. In the real world status and validation, to be perceived as being okay, acceptable, approved of, is a fundamental driver in most forms of human interaction. Human beings are status seeking creatures because they get access to more resources, or because people with status can guarantee survival and an improved quality of life.So we are hardwired for status and whenever you get into a frame war, theres going to be a status war too. Usually the person who controls the frame has the highest status. And because of your position and that status, you can take a lot more liberties than someone of lower status.You can see this in dramatic detail on this YouTube video where a guy dressed up like a homeless guy tries to give people respect as Alpha and youre basically about this homeless guy trying to give them a dollar. Its insulting.Imbalance the status gapfor attractionSo one of the things that has to happen is you have to become aware of whatever status gap is there, and either balance the status gap, or imbalance the status gap. Ideally for maximum influence, you want to unbalance the status gap. Thats where attraction is generated.If you just use traditional techniques as theyre taught in NLP, you will get equal status with a person, that will generate connection, that may generate trust, but it probably wont generate attraction. In order for there to be to attraction, there must be a perceived status gap. Then they become attention seeking, validation seeking.An exception to the ruleMichael Frank: You mentioned you wanted to give an exception a moment ago. Is there an exception you wanted to throw into the mix? David Snyder: Yes. If you talk about they neg you first, then its on. Because women do not pay attention to men they dont like. So if they throw an insult and they try to neg you, thats them testing you to see if youll play ball. Thats them saying: Ok, youre interesting. Lets see if youve got some balls. So whenever you get that across the bow as I like to call it, shes already interested. Shes just trying to see if youre man enough, if youll man up, or run away. Thats when Ill start to play. But you still have to be playful, you still have to control your state, and if you get pissed off or offensive, youve lost the frame.What if someone poisons the frame?Michael Frank: What do you do if someone poisons the frame? Lets say youre out at a bar or a club and someone tries to dominate you and tries to paint themselves as the Alpha and you as the Beta. How would you reframe that?David Snyder: Well lets say talking to some girls, and some guy comes into the group and tries to be the Alpha and you as the Beta, Id look at him and say:Does that approach ever actually work for you?Instead of getting defensive like you cant come into my set, Ill just ask, does that actually work? Its like all of a sudden hes doing something pathetic. I dont get angry. I dont get upset. I just question his technique. Michael Frank: What if hes beat you to the punch though? For example, what if you enter a set of girls and he immediately tries to cockblock you and says: Oh this guy looks creepy. I think this guy is a creep. Because that can immediately poison the perception of you before youve even had a chance to say anything.David Snyder: You know creepy people often say that. This is called apply to self. Its also a reframe. And all of a sudden, boom, he just got burned out. He just got hoisted on his own petard.NLP for public speakingMichael Frank: Lets finish this interview on public speaking. Youre a great speaker. What advice do you have for the average person to lift their public speaking game?Love your audienceDavid Snyder: Love your audience. Care more about your audience getting value than whether you look stupid or not. Believe me, your audience will sense it and they will bond with you.I screw up all the time on webinars and on stage, but because I love my audience, my audience feels that connection, what most presenters would think of as glaring stage mistakes or things that would undermine your credibility become endearing to your audience, it humanizes you to them, while at the same time keeping you at an elevated status level.So the fastest hack for everything else I could teach you, the fastest hack is to love your audience, and everything else will take care of itself. As weird as that sounds, youre going to find that the vast majority truly rely on techniques for, are actually much easier to access if youre just in the right state. Thats why its the first piece of everything we teach. If your state is right, its hard to get anything wrong.Dealing with nervesMichael Frank: What do you do to reduce nerves and get yourself into a positive state? David Snyder: Well, first of all, dont try to reduce the nerves. The nerves are there to tell you that something cool is about to happen. Your body is generating energy for you to use. Now, take that energy and direct it to your audience. Direct it to your presentation. Dont sit there and try and battle it, acknowledged that youre excited, acknowledged that your system is going into what some people might perceive of as fight or flight.The meaning you assign to those symptoms will dramatically change how it expresses itself. Technically, I get terrified every time I go on stage. It doesnt go away. It just becomes a natural part of the process. And when you realize its a natural part of the process, you just know to do the next step.Power posesOne of the things I recommend you do is Power Poses. The superman pose. The wonder woman pose. The work by Amy Cuddy. There are certain physiologies that you can attain that will generate a state break. The first one is we call the victory pose, its like the Rocky statue pose.What researcher Amy Cuddy discovered in her research was that if you held these poses for as little as two minutes, reliably and consistently your psychoemotional state would change so much so that would actually show up in your bloodstream. You would actually get up to a 20 percent bump in your testosterone and a corresponding drop in cortisol.and if women say:Well I dont want more testosterone. Yes you do. Testosterone is the achievement hormone. Its the hormone that makes you more willing to take chances, to be more assertive, to be more aggressive, to say words on stage as easily on as possible. So Im going to get them doing things together that changes them from an individual mind to a group mind, which is your cortisol level, which is your stress hormone, so you become more assertive, more dominant, more charismatic, and more relaxed at the same time.So power posing is a great way to break whatever state youre in and then go do your thing.Your physiology controls your psychology. Remember that everything human beings do is in response to a feeling. A feeling they either want more of, or a feeling they want less. If all human behavior begins and ends with a feeling, why not start there? Generate the feeling and your body will automatically assume the right posture. Ill assume the right breathing pattern, the tonality will be right.How to get the audiences attentionMichael Frank: Once youre in the right state, youve done your power poses, you know your material, youre excited to present it, are there any other kind of advanced public speaking tips that the average person may not know that you would recommend?David Snyder: Theres lots of them. I dont know where to begin. We need to narrow it down. Gimme a more specific context.Michael Frank: Well, lets say that you were doing your first seminars, say in personal development for example. How would you then go about influencing and persuading an audience, those either relatively familiar with your work or those unfamiliar?David Snyder: The first thing you want to do is get their attention by talking about the things that are most important to them. If youre speaking on a specific topic, there are certain generalizations that you can make.Be interactiveMy particular approach to presenting and public speaking is to be as interactive as humanly possible, as early on as possible. So Im going to get them doing things together that changes them from an individual mind to a group mind, which is going to happen anyway, I change that group of individuals into one person, and then I connect with that one person, but I get them all doing the same things. Its going to happen anyway, but I do it in a way that establishes commonality.I might say:How many people here have something they want more of?How many people have watched something interesting today?You would like to get rid of?Get their hands going up. Get them acknowledging it.Ask them what they want to learnA lot of times with smaller groups, you cant do this with larger groups, but for smaller groups, a lot of times before the start of the event actually starts, Ill actually sit in front of the room and Ill ask people:What do you want to learn tonight? And Ill ask them and Ill echo their words back to them.What do you wanna learn tonight?And Ill write their answers on the board.Just that level of human interaction lets you target your presentation, even though its a set presentation, it lets you start to customize it. You get a feel for that audience. And when you connect with an audience that way, theres an intimacy thats developed thats very compelling and you have to be real with that aspect because you can get away from you really quick, especially if theres a big group.Position yourself and your audienceYou always want to position.YourselfThe audienceYour talkYour offerOne of the things I want to do with upfront is position:Who I amWho the audience isThis talk is for you ifYouve ever wanted to get more datesYouve ever been passed over for a job interview that you thought you were a shoe in forThe love of your life ran off with your best friendWhatever it is.But you dont want to get so specific that it can disqualify people. You want to get general enough that the vast majority of people in your audience can relate and plug their own experience into what youre saying.PositioningWords That causes people to say, Oh, he understands. They fill in all their own details and assume you know them too. Thats the best part. These are what we call empty words or hollow words. Not that theyre empty in terms of meaning, but in that theyre like clear glass vessels that take on the color of whatever fluid you put them in.A person will fill in their own meaning to those words and act like you knew it all along.So we want to start by entering their world, positioning the talk, we talk about who we are, and we need to create connection and vulnerability.We do that by talking about a personal experience that is similar to theirs, that led me to be there and why Im qualified to stand up in front of you. I had this problem and this is what I did and what youre gonna learn today. Today were going to talk about X and Y and Z. Then Im going to show you how to tackle it themIn closing, talk about the experienceYou cant just talk about it either, youve got to get them up, you got to get them doing things, interacting.It makes our lectures and our approaches much more intimate and I think thats something that people are missing. Because of social media, YouTube, and all of these different forms of virtual connection, we have an illusion of intimacy, but we dont really have true intimacy. And thats something that only interacting with somebody can do.I see all of my students as family, even if Ive never met them before, and I try to convey that as much as I can. And I think if you come from that place first, regardless of your level of technical ability in terms of public speaking, you will connect with your audience and they will be transported by whatever words you speak, and it will be very, very difficult to say the wrong thing.So start right away. Be interactive. Get the people connected with you. Find those affinity points, those moments of sameness. Step into their world. Talk about those experiences. Tell them about your version of their experience and what you did to change it and how youre going to help them get there too, and be as interactive as humanly possible. Get them doing things. Affirming.Ask questions:How many people here have had this?How many people have ever had that?Crack a joke every now and then.Entertain, dont just educationIm opening them up in a fun, playful way because youve got to get them playful. If you just try to educate without entertaining.Who makes more money: entertainers or educators?You have to have a mix. You can be lighter on the education if youre entertaining. If youre too heavy on the education, people will get overwhelmed.So if you dont have the gift of the gab or the outrageousness that you have to have, then your education must be punctuated by breakouts, drills, things that break up and get them interacting. Otherwise they go into a trance, unless youre a really dynamic presenter.So if Im just doing a a service delivery where Im teaching things, then its going to be a lot of drills, a lot of breakouts, things like that. If Im in a what we call a signature talk where Im presenting good information, but theres an offer connected to it, then Im going to structure it interaction, not so much through drills, but through getting people to raise their hands:How many of you have ever done this?How many of you have ever done that?Those kinds of things, but its all coming from a place of loving them and wanting to be connected to them and understand them and giving them what they came for.This interview has been edited and condensed for clarity.David Snyder is recognized as one of the worlds leading experts on Specialized Human Influence Technologies and Has Personally Trained members of the Legal Profession, Law Enforcement, Medical, Entertainment, Martial Artists and Hypnosis communities, teaching advanced mind/body technologies for peak performance and persuasion, rapid healing, relationships advanced social dynamics, covert influence techniques and more.A Licensed and Certified Hypnosis Trainer, Master Practitioner and Trainer In Neuro Linguistic Programming and the Society of Experiential Trance; David tirelessly works to develop training and educational opportunities designed to powerfully raise the skill level and professional status of hypnotists all over the world.David Snyder YouTube channelDavid Snyder NLP Power website

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