

# Objection Destruction

*How To Turn Any "no" into  
an Enthusiastic "Yes!"*



**George Hutton**

# Table of Contents

<b>Introduction</b>	<b>3</b>
<b>Who Am I?</b>	<b>5</b>
<b>Get Motivated</b>	<b>6</b>
<b>Human Thought</b>	<b>8</b>
<b>Linguistic Structure of Objections</b>	<b>13</b>
<b>Dismantling Objections</b>	<b>16</b>
<b>Using Elegance</b>	<b>29</b>
<b>Delivery Methods</b>	<b>31</b>
<b>Reframing</b>	<b>37</b>
<b>Setting Up Comebacks</b>	<b>42</b>
<b>Putting It All Together</b>	<b>45</b>
<b>Conclusion</b>	<b>51</b>
<b>Appendix</b>	<b>52</b>
<b>Contact Info</b>	<b>79</b>

# Introduction

First of all, I'd like to thank and congratulate you for buying this course.

You are about to learn some of the most powerful language patterns ever created to help overcome objections and help customers, acquaintances and family members get over internal difficulties that are keeping them from taking action.

Where do they come from?

These patterns were originally designed for use in therapy.

How do they work?

A client would come in, for example, and say they would like to quit smoking. The therapist would then use these patterns to examine all of the "reasons" why they "can't" quit smoking.

One by one, the skilled therapist would carefully dismantle each reason why the client thinks they need to smoke, as well as the reasons why they think they can't quit. By the end of the session, the client is left with no reasons to smoke, and no reasons not to quit.

They offer a unique way of looking at a certain objection from a variety of different angles, until it finally collapses, never to be seen again.

As you can probably imagine, these can be used very powerfully in a sales situation. Many salespeople struggle with coming up with answers to certain objections.

But when you learn to overcome those objections with these patterns, your customers will have every reason to buy your products, and no reasons not to.

But how about in a sales page or emails? How do you even know which objections your customers are thinking about? Where and how should you put these patterns in your sales page for maximum results?

The good news is that there are plenty of ways to do just that. Once you get the hang of it, you'll write sales pages and emails that will flow like water right down a gentle slope, ending naturally with your buy button.

# Chapter One

## Who Am I?

Before we get started, a little bit about me.

I'd been in sales a long time before I discovered hypnosis and NLP. Once I started studying, I was fascinated. And when I started using some of the patterns and techniques, and saw how they easily allowed me to close client after client with very little effort, I was hooked.

I'll never forget the very first time I tried some of these patterns. I was selling cars for Tustin Chevrolet, in California.

Now, buying cars is tough. Selling cars is tough. The industry average is about a ten percent closing rate for cold customers walking onto the lot, and about a fifty percent closing rate for customers who come back to the lot a second time.

A lady came in looking for a used car. She seemed timid and nervous. I figured right away she was going to be the kind of customer who needs to "think about it." I figured I'd try some of these patterns out, as I had just returned from a two week intensive seminar in NLP and hypnosis.

I showed her a car I thought she'd like. I ran some of these patterns. She looked at me, and said, "OK, that sounds like a good idea. Let's go take care of the paperwork," like she was deciding to buy a ten dollar shirt at Walmart.

I further solidified my belief in these patterns when I used some of them covertly on my girlfriend. To say she responded favorably would be an understatement. I won't go into details.

## Chapter Two

# Charge up Your Motivation

Enough about me. Let's talk about you for a bit before we dive in.

Answer these questions. They'll help you get the most out of this course.

What do you want to do with these patterns? Assuming you'll be able to overcome any objection anybody throws at you, no matter how insurmountable it may seem in their mind, what would you be able to do with your new powers of persuasion?

In what situations do you think these patterns will come in handy? Business situations? Sales situations? Social situations? Seductions situations? Family situations? Political debates?

Can you think of any specific people you'd like to use them with?

What is the main benefit you are after when you think about mastering these patterns?

Think about that main benefit for a bit.

Take your time.

Once you have that main benefit, what does that get you? What is the benefit of the benefit?

And finally, what is your ultimate benefit? What is it that you ultimately want to achieve with these patterns?

Think about that. Visualize it. Really feel it, with as much emotion as you can muster.

The reason we're going through this exercise is because about 90 percent of people who buy courses like this never get past the first page. They start reading, get distracted, and figure they'll come back to it. Yet they never do.

But when you take the time to really imagine the benefits, the benefits of those benefits, and the ultimate benefits that you'll get out of this course, and really let them sink in, you'll be much less likely to put this course off.

You'll really begin to see the value that these patterns can give you.

## Chapter Three

# Human Thought

In order to understand how powerful these patterns work, we've got to understand a bit about human thinking.

A long time ago, the human brain had a decision to make. It could either become very, very accurate, and not very fast. Or very, very fast, but not very accurate.

Since all the guys who had super accurate but slow thinking brains got eaten by tigers, all that's left are us folks with our super-fast brains that aren't accurate.

In order to think quickly, we generalize, distort, and delete information as it gets stored in our brain.

For example, what did you eat for dinner last night? When you recalled that memory just now, it took you a mere fraction of a second.

But the experience of eating dinner took at least ten minutes, a lot more if you cooked it.

So why does the brain take only a fraction of a second to recall something that lasted at least ten minutes?

Imagine what would happen if every time you remembered something, you actually had to recall everything in real time. Instead of sitting there with a flash in your mind indicating what you ate for dinner last night, you went into a trance and actually re-experienced it.

That would not be very efficient, to say the least.

Another way our brains work quickly is by generalizing. You learn to drive one car, you can drive pretty much any car out there. You learn to tie one pair of shoes, and you can tie any other pair of shoes. You learn to read a map of one city, and you can learn to read any map of any city, even if it's not in English, provided you can figure out the landmarks.

Another way our brains cut down on accuracy in exchange for speed is whenever we give meaning to something.

For example, you're walking down the street, and you see an attractive person. You smile at them, they make eye contact, and don't budge a muscle.

What does that mean? Who knows, but you likely assume it means that they are mean, or they are angry, they think you are ugly, or whatever.

The truth is that we never really know what things really mean, unless we have all the information that exists. And since that's always impossible, any meaning we give to something is merely a guess. Not only that, but it's a guess that we come up with in about a second or less.

Why is this?

Consider a couple of cavemen, Jack, and Joe. Jack has a fast but inaccurate brain (like ours).

Joe's is slow, but really accurate.

Jack and Joe are out walking one day, and they spot a tiger. Jack immediately comes to the conclusion that the meaning of this event, seeing a tiger, is that he is about to get eaten.

So his fast, but inaccurate brain comes up with the equation:

Seeing a tiger = DANGER

And that feeling of danger makes him run away as fast as he can, before he even really knows what's going on.

Joe, on the other hand, doesn't come up with that equation. He needs to investigate further. His brain comes up with the equation:

Seeing a tiger = ?

Which makes him curious. While Jack is running away, Joe is walking closer and closer. Maybe the tiger knows where food is. Maybe the tiger has just eaten, and there's some left over. After all, cavemen don't come across some free meat very often.

The chances of Joe living long enough to have kids that would pass on his genes are pretty slim. Jack, on the other hand, ends up having three kids. All whom are quick to make assumptions about their world around them.

Sometimes they don't make any sense, like:

Thunder = God Is Angry

But other times they keep him safe.

What does this have to do with persuasion?

Because objections take the same logical form in our brain. And they are also just as inaccurate these:

Thunder = God Is Angry

or

Non Smiling Person = They Are Mean

What does this mean? This means that with these patterns you can come up with some slippery answers to all the "objections" that your customers are

carrying around in their heads.

Once you break the logical chain, selling is easy.

Really easy.

In fact, you can experience how easy it is right now.

Think of the last time you bought something where you didn't buy right away. Part of you wanted to buy it, and part of you didn't. Maybe you thought it was too expensive, or maybe you thought it wouldn't work.

Maybe you did some research, asked a couple of friends, but you finally decided to buy it.

And when you did finally decide to buy it, how did you feel? Worried? Anxious? Or did you really look forward to it? When you finally made the decision, did you buy it the first chance you got?

If you did, then you overcame your own objections. And if you started really looking forward to buying it, then you overcome your own objections so well that they vanished.

And that is precisely what you can do for your customers.

There's an old saw in advertising that a customer has to see an ad six times before they buy.

Why so long? Why don't they buy it right away?

Because they have objections that aren't overcome by the advertisement.

And they need to be reminded, so they'll wrestle with the objections on their own, until they finally overcome them on their own. So by the fourth, fifth, or sixth time they see the advertisement, they've finally convinced themselves they really want it.

But when you use these patterns, you won't need six times, or five, or four, or even three. For a large percentage of your customers, you'll only need one or two.

That means if you've got a sales page, you'll get a lot more conversions.

If you're working with an email list, you'll get even more. A lot more.

## Chapter Four

# Linguistic Structure of Objections

There are two basic structures to objections. One is called a complex equivalent. That is anything with a mental equals sign.

Tigers = Danger

Internet Product = Scam

Used Car = Bad Deal

Internet Marketing Success = Difficult

When spoken, these are usually expressed using the word "means."

Seeing a tiger means I'm about to get eaten.

If it's only for sale online, that means it's a scam.

If you buy a used car, that means you're going to get ripped off.

Often times, though, people will imply one side of the equation, and only say the other half, or sometimes, both sides are implied.

A: Wanna buy a used car?

B: What a rip off!

A: I'm going to make a fortune online.

B: Idiot! That's impossible!

A: Hey look! A tiger!

B: Run!

The other kind of objections are in a cause / effect relationship. One thing causes another. They are very similar to the complex equivalent, and often times can be expressed either way. For the sake of brevity, I'll use --> to mean cause(s), so X-->Y should be read as "X causes Y."

Eating Ice Cream --> Weight Gain

Smoking --> Cancer

Smoking Marijuana --> Heroin Addiction

There are plenty of ways these are stated. Causes, leads to, means that, if you... then you'll... And as previously described, often times one or both sides are left off, and implied.

A: (Smoking a cigarette)

B: You're gonna get cancer!

A: I started my own e-commerce website.

B: You're going to go broke!

A: (Eating some ice cream)

B: Watch those hips!

A: Tiger!

B: (pushes A to the ground) Here's your dinner, kitty!

Keep in mind that sometimes these complex equivalences, and cause → effect statements are accurate, such as when a tiger comes looking for something eat.

But in the vast majority of cases, these are nowhere near being true. And they are easily dismantled, making it easier than ever to sell stuff to people.

Why? People love buying stuff. I love buying stuff. You love buying stuff. As long as those objections are out of the way, we are hard wired to acquire

stuff.

It's part of our human nature.

Human nature that can make you tons of money on your sales page when you apply these.

# Chapter Five

## Dismantling the Objections

### Overall Strategy

There are 18 specific techniques to dismantle objections. In the section below, we'll simply be going through the specific techniques, and using a couple cause--> effect statements and complex equivalent statements.

Once we're done with that, we'll look at some ways to use them gracefully. In their bare form, they can be pretty harsh.

On the surface, some of these seem to be rather confrontational, and "in your face." In fact, these are great fun if you ever want to create an uproar on some Internet forums.

We'll learn how to make them a little less "confrontational," so they'll be much more easily accepted by your reader or listener, and can fit into the natural flow of your sales page or conversation.

Some of these do have some pretty goofy names, but don't worry about that.

After that, we'll look at ten of the most popular, or common, objections to online sales, and then dismantle each and every one of them with each one of these patterns.

Ready to rumble?

## **Pattern One - Meta Frame**

This where you kind of step back and look at the bigger picture.

General Wording:

When you consider the bigger picture, that's not really true.

### **Examples**

*Your Product = Too Expensive*

Well, when you think of all the money you've spent in your life, and all the money you are going to spend, and compare that to what you're getting with this product, it's actually a pretty good deal.

*I can't buy now because I need to think about it.*

Well, when you consider all the good decisions you've made in your life, and all the ones you'll likely make in the future, I wonder if you realize what a good idea it is to buy this now?

*Making Money in IM is hard*

Well, consider all the difficult things you've done in your life, and all the challenges you've faced, making a few thousand dollars a month selling stuff online really seems pretty easy.

## **Pattern Two - Change Frame Size**

Meta Frame is going all the way out, changing the frame size simply means

to take one or two steps back, or looking at the situation in a different light.

*Your product is too expensive.*

Have you considered all the different ways you can use this product, and all the benefits that you haven't realized yet?

*I can't buy now because I need to think about it.*

How many times have you made a good decision after thinking about it only for a few seconds?

*Making money in IM is hard.*

Well, when you think of all the people out there who want products, it's actually pretty easy to sell them stuff they need.

### **Pattern Three - Apply To Self (A to A)**

This just means you take half the equation, and flip it back on itself. Politicians love this one.

*Your product is too expensive. (A=B, A=your product, B= too expensive)*

It won't be expensive after it becomes your product, because you'll already own it!

*I can't buy now because I need to think about it.*

I can't buy the idea that this product will stay at this price for more than another hour.

*Making money in IM is hard.*

Was it hard to make up that idea that's keeping you from making millions?

### **Pattern Four - Apply To Self (B to B)**

Same as before only you do it with the other half the equation. The reason there are two of these (A to A and B to B) is simply because sometimes it's easier to work on one half the equation than the other half.

*Your product is too expensive.*

That's a pretty expensive way to go through life, believing you can't afford the stuff you really want.

*I can't buy now because I need to think about it.*

Do you need to think about all the enjoyment and happiness you'll get out of this product?

*Making money in IM is hard.*

It's actually hard for me to believe that, given some of the folks who are making tons of cash these days!

### **Pattern Five - Reality Strategy**

This is a mind bender, as it questions how you specifically know something. Once you start questioning how you know something, that something becomes a lot more slippery.

*Your product is too expensive.*

How exactly do you know the difference between something that is expensive, and something that is just worth a lot of money, provides a lot of benefits, and is in high demand from a lot of people?

*I can't buy now because I need to think about it.*

How specifically do you know when you've thought about it enough? Do you get a certain feeling? Do you start to imagine how much you'll be enjoying

this product when you get it home? How did you know before you decided to buy the last product you purchased?

*Making money in IM is hard.*

How do you know? What's the difference between something that's hard, and something that just requires a lot of attention because it's worth so much?

### **Pattern Six - Model of the World**

This presupposes that their belief in their objection is just their way of "looking at things," which implies that there's another way of looking at things.

*Your product is too expensive.*

So in your experience, products like this that provide the value we offer have always been a lot cheaper? Some of our customers are surprised we're offering this at the price we are.

*I can't buy now because I need to think about it.*

So you've always thought long and hard about all of your important decisions? Some of our customers see this and can't buy it fast enough.

*Making money in IM is hard.*

That's certainly one way to look at it. I don't know if everybody feels that way, since plenty of people are making a comfortable living at this.

### **Pattern Seven - Intent**

In this pattern, you address and acknowledge the underlying intention of their stated objection. Often times this by itself is enough to convince them, as most customers are accustomed to salespeople arguing with their

objections, rather than acknowledging them.

*Your product is too expensive.*

I see saving money is important to you. Me too. That's one reason why so many of our customers like this, because it's actually much cheaper in the long run compared to our competitors.

*I can't buy now because I need to think about.*

Yes, I totally understand. Nothing's worse than living with a bad decision. Obviously, you know about our no-questions refund policy. Most of our customers who think about this end up buying it anyway, especially after they shop around and see how it stacks up against the competition.

*Making money in IM is hard.*

Nobody wants to spend a lot of time and money doing something that won't pay off. That's why it's a good idea to really take your time and follow the advice of those who have been there, and gone through all the troubles, so you don't have to.

### **Pattern Eight - Redefine A Not Equal To B**

This is another favorite of the politicians. Basically you can A doesn't mean B, it means C and C is actually totally opposite of B! (I'm not in favor of higher taxes, I'm in favor of more government revenue, which means more stimulus for the economy, which actually means more money in your pocket!)

*Your product is too expensive.*

This product isn't really expensive, it just delivers amazing value, which actually will save you tons of money in the long compared to every other alternative.

*I can't buy now because I need to think about it.*

You don't want to buy right now because I haven't done a good enough job explaining why this is the best decision you could possibly make. When you truly understand that, you won't be able to get this home fast enough!

*Making money in IM is hard.*

Making money in IM isn't hard, it simply requires a certain degree of creativity and work ethic. And nothing is easier than tapping your God-given creativity!

### **Pattern Nine- Redefine B Not Equal To A**

This is the same as above, except you simply go in the opposite direction.

*Your product is too expensive.*

Actually, what's expensive is what's going to happen if you buy one of our competitor's products. When you find out that only delivers half of the value, you'll be beside yourself!

*I can't buy now because I need to think about it.*

What you need to think about is how incredible it will be when you get this product home and start using it, and that means you'd better buy it now before the price goes up!

*Making money in IM is hard.*

What's hard is going to work, day after day, trading hours for dollars. IM on the other hand, is different. It may take a while, but once you get a few websites dialed in, making consistent money will be the easiest thing you've ever done!

### **Pattern Ten - Counter Example**

This is where you find an example in their history where the belief or objection didn't hold.

*Your product is too expensive.*

Have you ever bought a product that was much more than you'd hoped, but turned out to be a great product?

*I can't buy now because I need to think about it.*

Have you ever bought a product in the spur of the moment, and was happier than ever?

*Making money in IM is hard.*

Have you ever thought something was hard, but then as soon as you got involved, you found out just how easy it was?

### **Pattern Eleven - Chunk Up**

This is similar to the previous one, move to a larger frame size. You take them back a step and see things in a different perspective.

*Your product is too expensive.*

What kind of price are you willing to put on quality, and all the intangible benefits that you'll get from this product?

*I can't buy now because I need to think about it.*

Sure, nothing is instantaneous. Even split decisions take a certain amount of time. But how do you ever really know? There really are no guarantees in life, or anything when you think about it.

*Making money in IM is hard.*

What exactly do you consider hard? Is it really hard to sit at your computer

for a few extra hours a day, while your friends are all watching TV, when you know that someday soon you'll be making money on autopilot, while they are all at work getting yelled at?

### **Pattern Twelve - Chunk Down**

This is similar to the Reality Strategy, described above. You look more directly at the belief, which usually makes it fall apart.

*Your product is too expensive.*

How much is too expensive? Is there a certain price where one penny more would be too expensive, and one penny less would be a no-brainer? Where do you draw the line?

*I can't buy now because I need to think about it.*

What specifically do you need to think about? Is it the unlimited warranty? How much this will benefit you? The huge numbers of customers that have been nothing short of delighted with this product?

*Making money in IM is hard.*

What specifically makes it so hard? What's hard about thinking about all that money that you'll be making on autopilot someday? What specifically is keeping you from seeing that in your future?

### **Pattern Thirteen - Metaphor**

This is where you tell a story where a character in the story has the same kind of objection, but overcame it and "lived happily ever after." These can range from one-liners to long, drawn out epics.

It's important to note here that some of the most successful sales letters of all time are told purely as stories, or metaphors.

*Your product is too expensive*

That's precisely what a lot of people thought when Google bought YouTube, but now it's a successful part of their business plan.

*I can't buy now because I need to think about it.*

In Bushido, the ancient Samurai code, it is said that every decision should be made within seven breaths.

*Making money in IM is hard.*

That's just what Bill Gates thought about programming when he first started.

### **Pattern Fourteen - Another Outcome**

This is where you take A-->B and dismiss the importance of B, and switch in another, more important outcome.

*Your product is too expensive.*

Well, whether you pay a little more than you expected is not really the issue. The more important issue is that this product perfectly fits your needs, and helps you get what you want. That's the most crucial thing, isn't it? Getting what you want?

*I can't buy now because I need to think about it.*

Thinking about whether or not you want to buy it is certainly important, but don't you think we should determine whether or not this product really can help you get what you want?

*Making money in IM is hard.*

Whether or not it's hard isn't the issue. It's whether or not you are going to give up before you really start making that mad cash that's out there. After

all, nothing that can put thousands of dollars into your bank account while you sleep is going to be easy, is it?

### **Pattern Fifteen - Consequences**

This is where you show the customer some negative consequences of their belief. Bad things that will happen if they continue to think the way they are thinking.

*Your product is too expensive.*

Well, if all you judge things by is their price, then you are missing out on a lot of valuable, incredibly beneficial products that can greatly enhance your life.

*I can't buy now because I need to think about it.*

Sure, making sure you're making the right decision is important. But if you're always sitting on the fence, it's far too easy to let life pass you by, and miss out on all the good stuff that you can get right here, right now.

*Making money in IM is hard.*

Well, if you only do things that are easy, you'll end up with the same thing as everybody else. An empty bank account, and a job that's bordering on extinction.

### **Pattern Sixteen - Hierarchy of Criteria**

This is where you keep going up their logical level of criteria, until you hit pay dirt. It requires a little bit of mind reading (not the psychic kind, the "cold reading" kind, where you make some accurate guesses), and is similar to the "Intention" pattern discussed earlier.

*Your product is too expensive.*

Sure, saving money is important. But isn't ultimately getting valuable

products that will give you precisely the benefits you want the most important thing? After all, what's more important than that?

*I can't buy now because I need to think about it.*

Sure, you want to make sure you get a good deal. That this product is right for you. But isn't the most important thing finding products like this that can really help you get what you want out of life?

*Making money in IM is hard.*

Yes, it sure is. But when you think about all the money you can make, and the extra time this will allow you to spend with our family and friends, doesn't it seem totally worth it?

### **Pattern Seventeen - Take It To The Threshold.**

This is where you take their belief or objection and blow it so far out of proportion it looks silly.

*Your product is too expensive.*

Yes, some people think so. But when these first came on the market, people were lining up to pay many times more than what we're asking for this today.

*I can't buy now because I need to think about it.*

Well, if you think about it too long, technology will have changed so much that this won't even be available any more.

*Making money in IM is hard.*

Yea, you're probably right. If you can't get exactly what you want with an absolute minimum of effort, it's probably not worth doing.

## Pattern Eighteen - Reverse Cartesian Logic

This one will really bend their brain into a pretzel.

$A \rightarrow B$

ask them if

(Opposite A)  $\rightarrow$  B

A  $\rightarrow$  (Opposite B)

(Opposite A)  $\rightarrow$  (Opposite B)

*Your product is too expensive.*

Is any other product too expensive?

Can you imagine how this product is actually not expensive enough?

Maybe other products are too cheap?

*I can't buy now because I need to think about it.*

Why should you buy now because you need to think about it?

Maybe you can't buy now because you don't need to think about it?

Maybe you should buy now because you don't need to think about it?

*Making money in IM is hard.*

How is making money in IM easy?

How is not making money in IM hard?

How is not making money in IM easy?

## Chapter Six

# Use Them with Elegance

OK, so those are the basic patterns. The examples were short, and without much elegance. While they are powerful, many people would actually be offended if you used them in that form.

That's because whenever people voice an objection, they've got plenty of emotional investment in there. If you just throw one of these patterns at them, they'll feel as though they are being attacked at a deep, personal level.

If you don't believe me, try some of these patterns on a forum (where you don't mind getting banned!) and see how angry people get with you.

For example, when I first started learning these, I would practice them on seduction and dating message boards. Not using them on women, using them on other guys that I happened to disagree with.

To say I got flamed would be an understatement.

But consider why people get so angry. When you use these patterns, you're basically showing them that they've taken their emotional energy and invested in something that isn't true.

It's kind of like calling people out publicly and shaming them for believing in something that's obviously not true.

Imagine you are in fifth grade, and you still believe in Santa Clause, or the Easter Bunny, or whatever.

Then in the middle of class, your "friend" stood up and told everybody what you believed.

You'd be pretty embarrassed, and pretty angry at your friend. This is actually the response that you'll get with these patterns if you aren't very careful.

Which means you've got to have a LOT of rapport, or present them in a way that doesn't sound like they are being directed at the person you really are directing them at.

Huh?

The idea of covert persuasion is to get the person thinking it was **their** idea to change their mind, not yours.

Nobody likes to be told what to do.

In the next section, we are going to learn how to do that.

## Chapter Seven

# How to Best Deliver These Patterns

If you're using these in person, you can use the following structure.

First, develop plenty of rapport, so the person doesn't feel threatened.

Second, repeat back their objection to make sure you understand it.

Third, make sure you validate them by telling them their objection makes sense, and that you can see where they're coming from. This is crucial.

Don't do this:

Client:                I can't buy this product because it's too expensive.

You:                 BWAAHAHA! Hey everybody, check out this broke dude! Ha Ha Ha!

Fourth, bring up another person who shared the same belief. And then describe how that other person, on their own, changed their minds based on one of these patterns.

Let's look at an example, and for the belief, or objection, we'll use:

I can't get a job because I don't have an education. (No education means no job.)

To overcome that, we'll use patterns five (Reality Strategy), six (Model of the World) and eight (A not equal to B).

The specific reframes, void of any elegance would be:

Reality Strategy --> How do you know that no education means no job?

Model of the World --> Rich guys with no education don't think so.

A not equal to B--> No education doesn't mean no job, it means more experience, and that actually can lead to a better job!

It might go something like this:

You: Hey, how's the job hunting coming?

Friend: I give up. I'll never get a job.

You: Why do you say that?

Friend: Well, everybody wants somebody with a college degree. I don't have one. I'll end up on welfare.

You: Yea, I can imagine how tough it must be. With today's economy, companies want to make sure they are hiring somebody that they know will work out for them. I guess one way to do that is only hire people with a college degree. There are exceptions, though. I saw this buddy the other day, I hadn't seen him for years. He barely graduated from high school and he's making six figures. And he's only been working at this place for six months. I guess his boss told him that when he interviewed that a college degree is not worth as much as it used to. So many people these days are getting degrees in stuff like social work and modern art, stuff that's not really applicable to the business world. He said that what companies really need is somebody like you with real world experience. Somebody that knows what it's like to get their hands dirty. In fact, more and more people these days are purposely not going to college because there's so many jobs out there for people who don't mind getting paid six figures for doing blue collar work. Maybe you should change your resume or, start looking at different companies?

Now at the very least, this friend, in this situation, would see things from a different perspective, without feeling as if they are being told that they

believed in something that was wrong.

But how would you use these on a sales page? Believe it or not, you use the same basic strategy.

Let's say you're writing a sales page for a piece of software. And you think people aren't going to like the price. After you mention the price, you imagine your reader's will think of something like this:

Wow, that's pretty expensive!

Breaking this down into objection language, we get: Your price means I can't afford this.

Some possible reframes could be "A not equal to B" and "Change Frame Size."

The specific reframes would be:

A not equal to B--> It's not expensive, it's valuable.

Change Frame Size --> It's not expensive compared to everything else in the world.

But to just state them like that would send your customers packing.

A better way would be to follow this model:

Previous customers thought (objection) but then they found (reframe).

And you could "stretch it out" a bit, so it flows better. It might go something like this:

Now, you may be thinking that this is expensive. And you'd be right. It is expensive. Certainly, this is a lot of money for a product like this, especially today, with money so tight. The truth is that many of our customers, after

deciding to take a chance (which really isn't a chance because of our 60 day money back guarantee) realize they've made a really good decision. Because once they see how they can use this, and how many applications there are, they quickly find that it's much more valuable than the price we are asking today. Especially when they stop and consider all the money they've spent in the past trying to achieve what this one piece of software can do.

Another powerful way to use this on a sales page is a "preframe." This is when you anticipate an objection, and then reframe it before the reader will likely come up with it.

For example, if you're going to be asking what you think might be a lot of money in your customer's eyes, you can use the same reframe, only before you mention the price.

One reframe that's commonly used is the Change Frame Size. Meaning that compared to other services, your price is actually pretty cheap.

It might go something like this:

Now, you may be wondering how much something like this costs? Well, considering the thousands of dollars that our clients have saved over the years with our software, many people would have been happy to pay five or six hundred dollars for this. And to tell you the truth, even if I was charging that much, I'd still have plenty of happy customers.

But in reality, I want to make this as accessible to as many people as possible. That's how much I believe in this product.

Which is why I'm offering it today for only \$99.

- - - -

Or consider a common objection, both online and off, of "I want to shop

around."

You can put this in objection language: "Needing to shop around means I can't buy this today."

You can reframe this by using A not equal to B:

Needing to shop around means you'll end up paying a lot more for this.

Or you can reframe this with Counter Example:

Have you ever seen something you wanted and bought it right away?

It might go something like this:

Now, at this point, some people wonder if this is the only kind of software in its class, that does the same thing as this. The truth is that there are other models out there. And some are even cheaper than this. But a lot of my customers have found that in the long run, they don't provide the value that this gives them. And they've even come back after trying and not being satisfied with those other products for a long time, which has actually cost them a lot of money.

After all, I'm sure you can remember a time when you saw something you really wanted, and just decided to get this today. Everybody knows what it's like to do that, now.

----

The overall structure when using these, either in person, or in text, is to place the "reframe" in somebody else, and make sure it happened in the past.

When George Lucas started out Star Wars with the famous line:

"A Long Time Ago In a Galaxy Far, Far Away..." He knew what he was doing.

When we hear a story that already happened, to somebody else, we relax our "critical factor." But whenever anybody starts to tell us how we should think, or what we should do, our defenses go on high alert.

# Chapter Eight

## The Power of Reframing

Reframing these is incredibly powerful. The more you know which objections are coming, the better you'll be able to handle them.

That is, if you have a good idea of what objections are going to come up, you can defuse them. Often times you can do this before your listener or reader even thinks of them.

Here's a perfect example that I witnessed firsthand.

A guy I knew was in his forties. He liked to "game" young women, in their twenties. Now, right off the bat that may seem distasteful to you, but bear with me, as this example is very instructive on how to "slip in" these patterns early on in the conversation, before objections even come up.

Now, if you're a guy in your forties, and you're going to make a habit of hitting on young ladies, you're going to get the objection:

"I can't date you because you are too old," quite a bit. So my buddy came up with a good defense.

Namely, he thought of several famous actors that were the same age as him, which most young girls would love to date.

Of course, if he started hitting on them, and they asked how old he was, and he told them, it would be a little too late.

For example, if he said something like, "Well, you'd date Brad Pitt, wouldn't you?" Meaning that Brad Pitt is old, so it's OK to date old guys.

Unfortunately, this would be too late. She would just "outframe" his "reframe" by saying something like, "Yea, but he's a famous, rich actor, and

you're not!" In which case he'd have nowhere to go.

But what he learned to do was to bring up the age question, obliquely, BEFORE she thought about it.

And he did it like this:

He would steer the conversation towards TV or movies. Then he would get her talking about her favorite actors.

Then when she mentioned somebody that was close to him in age, he would get her talking about him, and really imagining things about him. Getting her "fired up," so to speak.

Then he would say something like, "Oh, me and him have the same birthday," and then he'd quickly move on talking about him (the actor in question).

This would always work. Why? Let's take a look.

If they were talking about something unrelated, and she came up with the question, in her mind, "he might be too old for me," she'd run around with it in her head for a while before she actually asked it.

So by the time she asks the question, it's already too late. She's probably already thought about what her friends would think, what her parents would think, etc. So when she asks the questions, she's already pretty much made up her mind.

But by "reframing," he puts himself into a category, in her mind, of older guys that she would date. Obviously if her friends and family saw her walking around town with Brad Pitt, for example, they would be insanely jealous.

So if the question of age starts to creep into her mind, she's going to

automatically recall him saying, "Me and that actor have the same birthday," and she's much less likely to see it as an objection.

The reason is that at the same time of feeling that question bubble up in her mind, she'll recall the answer, and AT THE SAME TIME, she'll recall her "good feelings" for Brad Pitt, or whomever they were talking about.

It may seem complicated on the surface, but I've seen him do it time and time again, and when he says the "birthday line," their eyes literally light up like magic.

Keep in mind the structure of what is going on here. He has identified objection:

"I can't date you because you are too old"

And backed up, in her mind, before she even has the, "how old is he question,"

Then he associates the answer to the "how old is he" question with a positive emotion.

So when she starts to think of the question that would normally lead to an objection, it instead leads to a positive emotion.

To look at it in more structural terms, it's like this:

Question leads to A,

Leads to objection --> A means B

Using one or more of the above patterns, we go from

A--> B (where "B" is bad)

and change it to

A --> C (where "C" is good)

So when the question comes up, instead of leading to "B," or something bad, it will naturally lead to "C," or something good.

Keep in mind that we don't need to know what the question is that leads to "A." All we have to know is what "A" will likely lead to, and change it from "B" to "C."

That way, no matter what question they come up with that leads to "A," it will lead to "C" instead of "B."

Confused? Let's take a look at some examples.

Say you're selling a product. A weight loss Ebook.

And let's say that a common objection you get is that "there's nothing new in here, it's the same old stuff."

Put in "objection language," we have:

I can't buy this because it's the same stuff.

Or,

The same stuff = bad

So all we've got to do is reframe it, so that

"same stuff = good"

Now, how would we go about that? We could rephrase the "same stuff" and make it sound compelling. Like maybe you've been studying diets and eating habits for the past fifty years, and you've collected tons of data from plenty of different cultures, and you've got the best elements from every

diet and exercise plan ever created.

You've taken out all the flim-flam, all the fluff, all the pages and pages of recipes designed to fatten the book, and have only included what works.

So now, we have:

same stuff = good.

So when you're early on in your sales page, you start pitching that particular benefit. Maybe even in the first paragraph. In fact, you may even clearly separate it from all those other "fad" diets that are just gimmicks based on pseudo-science.

You might say:

Unlike other diet plans which are concoctions of marketers instead of dieticians and doctors, we've sifted through YEARS of data and have come up with precisely the food combinations, supplements and exercises that **REALLY WORK.**

Because of this, our Ebook is better than any other book on the market. In fact, many have found that this book is a great supplement to any other program you may be already using.

---

That way, if they start to wonder, "...is this is the same stuff..." they'll immediately realize that it's a benefit, rather than a reason not to buy. And even if they've bought plenty of weight loss books and programs, this particular Ebook will be even more compelling.

# Chapter Nine

## Structuring Your Comebacks

So how do you do this on a sales, or in face to face sales, or anywhere else you'd like to preframe objections? Easy!

First, you'll need to come up with a list of common objections. Next you simply go through all the above reframes, the objection destroying patterns, and play around with them until you turn an objection into a benefit.

Naturally, this works anytime you are expecting an objection. Just plan ahead of time, practice coming up with several reframes to the objection, and turn it into a benefit. Then take that benefit and inject it early into the conversation or sales letter, or any other kind of communication, and the objection won't even come up.

When your reader's or listener's brain starts to move in the direction of the objection, you will have already laid the groundwork to moving them right past the objection and into a benefit.

To make this even more powerful, get their "buy in," or agreement that the benefit is actually a good thing.

Let's look at another example. Let's say you've got a girlfriend / boyfriend / partner. You feel like eating Japanese food, and they have mentioned on the past that they don't like Japanese food.

Let's say that think that raw fish is "unhealthy," and they only eat "healthy" food.

Now, this may take some planning ahead, but that's OK. The good thing about using these patterns within an established relationship is you can "preframe" objections a long time before they actually come up.

So let's say it's Tuesday night. You've already finished eating. You've already got your "preframe," and it goes something like this:

Japanese people live a long time. Japanese people eat a lot of fish. Japanese people drink a lot of tea. Japanese people eat a lot of rice. Who knows why, but maybe they live so long because they have such a healthy diet. Therefore, Japanese food is healthy.

Now, keep in mind if you suggested Japanese food, waited for the objection, and then tried to dismantle it, it'd probably be too late.

Back to our story. Tuesday night. Sitting on the couch, watching TV. You've got your ready sales pitch, which is to merely get your partner to agree that Japanese food is healthy. You're just waiting for the right time to spring it.

You're flipping through the channels, and you come across a Samurai drama. You pause long enough to pretend to be interested. Maybe you make fun of their funny haircuts or something.

Then you suddenly "remember" reading about some article in on some health blog that scientists are trying to determine why Japanese live longer than most, and why they have lower levels of heart disease.

You say most scientists are convinced it's something in the diet. Then you rattle off all the healthy foods in their diet.

Remember, you're NOT trying to get your partner to agree that you're right, and she's wrong.

You're NOT trying to get them to sign a contract saying that Japanese food is healthy.

You're merely trying to lay the ground work of "Japanese food = healthy" in their brain, so that in a few days, when you suggest going out for sushi, they

won't immediately object with their "raw fish is unhealthy" idea.

So you go on and on about why scientists think the Japanese are healthy, and get them to agree that it's at least possible that it's due to the food. Remember to be very covert and subtle. Just wonder out loud, and give them an opportunity to agree with you.

Then later on, when you suggest hitting up the local sushi bar, they'll at least be a lot more willing to try it.

Now, this may seem like a long, roundabout, utterly deceptive and manipulative way to get your partner to eat some Japanese food with you, but imagine what you've accomplished.

Instead of seeing it as "taking one for the team" whenever they "give in" to eat sushi with you, they'll actually be thinking of it as something they want to do.

Instead of thinking that "you owe them" because they suffered through a night of sushi eating, they'll think of it as another fun night out together.

So the hour or so you take to come up with your "reframe" and your "plan" will pay off for a long, long time.

# Chapter Ten

## Putting It All Together

So now you are starting to see how powerful these patterns are. When somebody comes with an objection, you can gently show them how "other people" thought the same thing and then suddenly saw things in a different light.

If you are selling things over and over, and you start seeing the same objections coming up, you can re-calibrate your sales pitch to change those objections into benefits, and build them right in to your sales pitch.

If you are in a relationship, never again will you get into fights with your partner. You'll just listen calmly and patiently to their objections, and come up with some gentle and respectful ways to dismantle them later on.

### **WARNING WARNING WARNING WARNING**

Just remember that these patterns can be used to create some horrible animosity. Most of us feel a strong connection to our beliefs on a personal level.

So when you bring these out without much elegance, your listener will feel as though they are being viciously attacked on a deep personal level. Even if you "prove" them wrong, they will feel deep resentment for you.

This is no way to create a win-win relationship in sales or in relationships.

The only time they're useful in such an adversarial conversations is on Internet forums, when you really want to "slam" those that disagree with, or if you happen to find yourself in a political debate, like for President of the United States or something.

Then these can be used as powerful verbal weapons to absolutely destroy your opponents.

To wit:

(Regardless of your political affiliation, you can't help but marvel at the absolute beauty of this reframe)

Backdrop:

Reagan was running for re-election against Mondale. A big problem was Reagan's age. So the objection was:

Old President = Bad; or

Reagan can't be president because he's too old

Now, Reagan had to disarm this. He had to make it sound like

old = good

AND

young = bad

So here's how he opened the debate:

"First let me say that I don't want to make age a factor in this debate. I will not hold my opponent's youth and inexperience against him."

BAM!

Game Over!

Everybody laughed, even Mondale, and the debate was over before it'd even begun.

## How to Get Better

So now you know how to construct these patterns, how to deliver them, and how powerful they can be to not only vanquish a political opponent but to strengthen a relationship, how do you get good at them?

After all, there's plenty of these patterns, which means in any given situation, you can use any combination of these. For example, if you only use two out of the eighteen, that's a total of 306 different combinations. If you throw in three of them, which is much easier than you might imagine, especially when you're talking about a fifteen minute conversation, there's a total of nearly five thousand different combinations.

Obviously, you're not going to give this short Ebook a quick read-through and become a master objection destroyer.

For example, if you were taking up golf, you'd need time on each individual club. It would take a while to judge where your ball is, and figure out which club to use.

Or maybe if you're a basketball player. Sure, you can dribble straight down the key, hoping nobody gets in your way. But just like a straight sales pitch, any objection you get, or any opponent, and you're done.

Each one of these patterns is like a different move or fake-out to get your opponent going one way, while you go the other.

The only way to get skilled at plenty of different moves, as well as to quickly read the defense and know which one to use, is to practice.

However, if you're writing sales letters, you can just plug these in, and see how they work. Then just keep trying different versions in different variations, and do some split testing.

After a few months, you're conversions could easily skyrocket through the roof. Even more so if you're using these in any kind of email series.

If you're planning on using these in face to face sales (or any kind of face to face situation where objections come up,) here's a way that will quickly increase your skills:

Simple accept and agree with the objection. Say something like "Yea, you've got a point there," or something. Lick your wounds, and leave it at that.

Then, at the first opportunity, sit down and write out their objection. Then go through all the patterns above and write out a response, using every single pattern.

Then take a few minutes to imagine the situation, only this time with you handling the objection.

You can quickly get really good at these patterns as you use them more and more.

Another way to practice them would be to think of things you'd like to accomplish in your own life, but have some reservations.

Think of something really out there. Like "I want to have a million dollars in one year."

Then write down all the reasons why you think that can't happen.

For example,

"I can't get a million dollars because I don't have a PhD."

Simply take that objection, go through all the patterns above, and write out some sentences that flip that belief around.

Or maybe,

“I can't make any money online because I don't have a website.”

Write it down, and smash it into bits using all the objection destroying patterns above.

You want to turbo charge your life so you can easily get whatever you want?

List out ALL your major goals. Then list out ALL the things you think are keeping you from getting them.

Then blast 'em away, one by one. When nothing's left? Smooth sailing, friend.

The bottom line is that the more you practice these patterns, the more influential you'll be. You'll be able to sniff out objections before they even come up, and quickly dismantle them, and spin them around into a benefit.

Pretty soon all your persuasive minded conversations will turn into a "laydown." If you don't know what a "laydown," is, it's a sales term usually used in face to face hard sales.

They're very rare (at least if you don't know these patterns) but very wonderful. They go like this:

Customer comes in, sales person meets and greets them, goes through some basic "features and benefits," pitch, customer smiles and says, "Sounds great, can I pay cash?"

This is a laydown. Up to now, they're few and far between. After you master these patterns? They'll happen more and more often.

That uncomfortable feeling you get when you make a suggestion, and the person you're talking to looks like they just ate a lemon? That'll happen less and less.

Pretty soon it will only take you ten or twenty minutes and the person you're talking to will look at your suggestion like it's the most obvious idea in the world.

You: Hey, why don't you buy the extended warranty?

Them: Great idea!

You: Say, I think you'd better get our gold plan.

Them: You know, I was thinking the same thing!

You: So, you wanna go back to my place?

Them: I thought you'd never ask!

You: I think we should start seeing other people.

Them: Yes, I agree that would be best. You're a great friend!

# Conclusion

The mind is a wonderful and mysterious thing. Mother Nature, God, Random Chance, aliens, or whoever, designed our brains to be fast, but inaccurate.

Many of our beliefs will simply NOT stand up to logical scrutiny. Since most people never really question their beliefs with any degree of objectivity, they're ripe for rewriting.

So long as you do this a mutually positive outcome in mind, you can make tons of money, get a lot of compliance, and create a lot of happy people out there who'll readily turn into eager beavers that'll go along with nearly anything you suggest.

You can even help people, your friends, family, and colleagues, overcome years of unhelpful and limiting beliefs, making your relationships even better.

Just remember to always keep in mind that people's beliefs are strongly tied to their sense of self. So long as you tread carefully, and structure your "arguments" so they can "see the light" on their own terms, you'll be fine.

Just keep on practicing these, look for any objections you can find, and reframe them any way you can.

Thanks for reading. Any questions, please don't hesitate to contact me.

I'm always happy to help out any way I can.

[Email](#)

# Appendix

## Answers Common Sales Objections

These are the most common you'll likely hear whenever selling anything online.

Each one is followed by reframes from each of the 18 patterns. Take any objections you're dealing with now, and find the closest ones on the list.

You'll have 18 ready-made "comebacks" you can use on your sales pages, sales calls, and any other conversation you can think of.

### **“I need to think about it.”**

#### **Pattern 1 - Meta Frame**

Do you always take a long time before deciding to do the most important thing in your life? I understand your need to think about it, but to some people, doing what's necessary is an immediate realization.

#### **Pattern 2 - Change Frame Size**

How long would it take until you feel comfortable making the decision to buy this today?

#### **Pattern 3 - Apply To Self (A to A)**

How long before you realize you need this?

#### **Pattern 4 - Apply To Self (B to B)**

What about this aren't you sure about?

#### **Pattern 5 - Reality Strategy**

For how long? What specifically haven't you understood about this product and why it very well could solve your problem much sooner than you think?

### **Pattern 6 - Model of the World**

That's an interesting way to look at things. Most people, when they see a product like this that can immediately solve their problems and give them [benefit], they decide immediately that they don't need to shop around any longer.

### **Pattern 7 - Intent**

You'd like to buy a product that you are sure it is going to satisfy your needs. I totally understand that. That's precisely why we have a robust support system and a ninety day money back guarantee.

### **Pattern 8 - Redefine A Not Equal To B**

Needing to think about it doesn't mean that you should wait, it means you've stumbled across one of the most effective products around.

### **Pattern 9- Redefine B Not Equal To A**

You shouldn't buy this not because you need to think about it, but because it won't do anything for you. Since that's clearly not the case, I recommend that you buy this right away.

### **Pattern 10 - Counter Example**

Have you ever bought something on the spur of the moment that turned out to be one of the greatest decisions you've ever made?

### **Pattern 11 - Chunk Up**

As a general rule, do you always think about things that can have a positive benefit on your life?

### **Pattern 12 - Chunk Down**

How specifically do you know when you've got to take action now to get the best results possible?

### **Pattern 13 - Metaphor**

I knew this guy that wanted to "think about it" before buying a stock his broker recommended to him. While he was doing all of his research, Microsoft went up by 300%.

### **Pattern 14 - Another Outcome**

It's not important whether you buy this today or next week, it's important that you realize just how effective this product is in meeting your needs.

### **Pattern 15 - Consequences**

If you keep thinking about it, we may run out, or the price may rise, and you'll end up not being able to solve your problem.

### **Pattern 16 - Hierarchy of Criteria**

Naturally, you want to get a good deal. And you also want to solve that problem you've got. But the most important thing is how much more you'll enjoy life once you've made the decision and have got that under control.

### **Pattern 17 - Take It to the Threshold**

Well, don't think too long because this technology might become outdated.

### **Pattern 18 - Reverse Cartesian Logic**

Have you ever thought a long time and made a bad decision?  
Have you ever bought something on the spur of the moment and made a good decision?

## **“It's too expensive.”**

### **Pattern 1 - Meta Frame**

What's the real value of something valuable?

### **Pattern 2 - Change Frame Size**

Would ten percent be affordable?

### **Pattern 3 - Apply To Self (A to A)**

I'll bet you've cost yourself a lot of satisfaction in life with that kind of thinking.

### **Pattern 4 - Apply To Self (B to B)**

It's too bad that you think that way. Many people find they get tons of value from this.

### **Pattern 5 - Reality Strategy**

How do you know? How would you know if that wasn't true? What exactly is the cut off?

### **Pattern 6 - Model of the World**

That's an interesting way to look at things. Many people find this incredibly valuable when they see how much benefit they can get out of it.

### **Pattern 7 - Intent**

Sure, you want to save money. Which is precisely why you should buy this today. Because in the long run, this will save you much more money than you imagine.

### **Pattern 8 - Redefine A Not Equal To B**

Being expensive doesn't mean you shouldn't buy it, it means that it's incredibly valuable and is in high demand by plenty of people.

### **Pattern 9- Redefine B Not Equal To A**

What's too expensive is passing this opportunity by, and living life without solving that problem.

### **Pattern 10 - Counter Example**

Have you ever paid a lot of money for something that turned out to be the best bargain ever? That's what many of our customers are finding.

### **Pattern 11 - Chunk Up**

What exactly are you trying to achieve by saving a few dollars?

### **Pattern 12 - Chunk Down**

What price would you place on this, considering how much value it delivers, and how long our warranty lasts?

### **Pattern 13 - Metaphor**

I know a guy that passed on Google because he thought it was too expensive at 300. That's a year ago, and now it's at 600.

### **Pattern 14 - Another Outcome**

Whether or not you save a few dollars today is not the real issue. The real issue is getting your problem solved so you can get what you want out of life.

### **Pattern 15 - Consequences**

Many people have found that by always looking for discounts, they miss some of the greatest opportunities that life has to offer.

### **Pattern 16 - Hierarchy of Criteria**

Naturally, you want to save money. But if you pass this opportunity by, you'll end up costing yourself a lot more money than the small price you'll pay today. Isn't your long term happiness the most important thing?

### **Pattern 17 - Take It to the Threshold**

So do you go around demanding free samples and review copies of everything? Do you really think you'll be successful with that attitude?

### **Pattern 18 - Reverse Cartesian Logic**

Have you ever bought something that was cheap and it turned out horribly? Can you see how this price is actually too inexpensive for what this product does?

**“I can't buy it because I don't recognize the brand.”**

### **Pattern 1 - Meta Frame**

There's a lot of things in this world that are amazing that you likely never heard of.

### **Pattern 2 - Change Frame Size**

Do you recognize what this product will do for you?

### **Pattern 3 - Apply To Self (A to A)**

Some people refuse to buy the idea that they can only buy brands that are familiar. They've found they miss out on a lot.

### **Pattern 4 - Apply To Self (B to B)**

What happens if you simply don't recognize your tendency to only stay with the familiar? After all, the "sure thing boat" never gets too far from shore.

### **Pattern 5 - Reality Strategy**

Do you ever really recognize anything? Sure, you might have seen a name, but does that really give you any specific insight into how the product is manufactured?

### **Pattern 6 - Model of the World**

That's interesting. If nobody ever did anything unfamiliar, we'd still be living in caves.

### **Pattern 7 - Intent**

I understand your need to feel safe. Rest assured that thousands of people just like you have been using this product for years, and we have one of the lowest complaint rates in the business.

### **Pattern 8 - Redefine A Not Equal To B**

Not recognizing this brand doesn't mean you shouldn't buy this, it only means that there's tons more good stuff out there for you to discover.

### **Pattern 9- Redefine B Not Equal To A**

You should only buy a brand if you are so familiar with it it just doesn't do it for you anymore, and you need something different.

### **Pattern 10 - Counter Example**

Certainly you can think of a time you bought a particular brand for the first time. After all, any familiar brand had to start out as an unfamiliar brand,

and you were able to make a decision then.

### **Pattern 11 - Chunk Up**

There are many people who are intimately familiar with this brand.

### **Pattern 12 - Chunk Down**

What specifically would you like to know about this brand before you are comfortable enough to make a decision today?

### **Pattern 13 - Metaphor**

Once this guy walked into a small restaurant with what he called a "magic formula." He sold this unknown substance to the shop keeper for a song. That was over a hundred years ago, and it was the secret recipe that is still used in Coca Cola.

### **Pattern 14 - Another Outcome**

It's not really important that you recognize the brand, but that you recognize what it can do for you. After all, you'd like to get that problem solved, right?

### **Pattern 15 - Consequences**

If you only stay with what you know, you're missing out on a lot of stuff that's out there that can really help you.

### **Pattern 16 - Hierarchy of Criteria**

It's important to you that you feel comfortable and get your needs met. That's precisely why thousands of people just like you have already found this is the perfect solution. Don't you think it's time you become part of our family?

### **Pattern 17 - Take It to the Threshold**

So you never use computers, or any kind of new technology? Do you still cook your food over an open fire?

### **Pattern 18 - Reverse Cartesian Logic**

How can unfamiliar brands be better?

How can familiar brands be worse than something you don't know?

**“If I sign up for an email list I'll get spammed.”**

### **Pattern 1 - Meta Frame**

All email is found useful by some people. Because you're already interested in this information, you won't likely consider it spam.

### **Pattern 2 - Change Frame Size**

Many people find that even the most obvious cases of spam can be entertaining to read sometimes.

### **Pattern 3 - Apply To Self (A to A)**

When did you sign up to receive that belief?

### **Pattern 4 - Apply To Self (B to B)**

Sounds like somebody spammed your brain with a belief that email you voluntarily sign up for is something that you don't want.

### **Pattern 5 - Reality Strategy**

How specifically do you know which email is worth reading and which is worth deleting unless you read them?

### **Pattern 6 - Model of the World**

Plenty of people already subscribe to our list and read it daily. It don't

suppose they would consider it spam.

### **Pattern 7 - Intent**

Obviously you're a busy person who doesn't want to waste any time sorting through all the junk to get to the good stuff. That's why we make sure our emails are short and right on point.

### **Pattern 8 - Redefine A Not Equal To B**

If you sign up for our email list, you won't get spammed, you'll be getting valuable information.

### **Pattern 9- Redefine B Not Equal To A**

You only get spammed if you join a list that you don't recognize. Since you're reading this now, you obviously know what we're all about, and won't get any spam.

### **Pattern 10 - Counter Example**

Have you ever seen those emails over and over again that you thought were spam, and found out how useful they were once you read them?

### **Pattern 11 - Chunk Up**

Everything in life involves doing some kind of work to separate the stuff that's worth your time from the stuff that's not worth your time.

### **Pattern 12 - Chunk Down**

How specifically do you know when you've gotten spam? Our emails are clearly identified and are only sent to people who want to receive them.

### **Pattern 13 - Metaphor**

People thought that Colonel Sanders was a spammer back in the day when

he was going door to door hustling his fried chicken recipe.

### **Pattern 14 - Another Outcome**

Whether or not you get a lot of spam isn't really the issue, because everybody gets plenty of spam. What's important is that you make sure you type in your best email, so you'll be sure to get the important messages we'll be sending you.

### **Pattern 15 - Consequences**

If you never signed up for any email lists, which happens to be the preferred way to connect these days, you'd lose contact with many friends and family.

### **Pattern 16 - Hierarchy of Criteria**

Obviously, it's more important to focus on why you came here, and what you want to get out of our services. That's why joining this list is essential.

### **Pattern 17 - Take It to the Threshold**

Well, you'd better shut off your internet, stop answering the phone, and never watch TV if you want to avoid advertisers altogether. You should probably think twice about reading the newspaper too.

### **Pattern 18 - Reverse Cartesian Logic**

How can spam, and all advertising, be helpful?  
How can email that's not spam, even from family, be a waste of time?

**“This is old information.”**

### **Pattern 1 - Meta Frame**

All information is really recycled and repackaged in some way or another.

## **Pattern 2 - Change Frame Size**

Some of it may be old, but most of it is presented in a way that resonates with what's going on with your life right now.

## **Pattern 3 - Apply To Self (A to A)**

That's certainly an old belief. Many people have had similar beliefs for years, and it's kept them from getting the success they truly want.

## **Pattern 4 - Apply To Self (B to B)**

How did you buy that particular belief? Wasn't it the same belief that's been going around for ages?

## **Pattern 5 - Reality Strategy**

How specifically do you know? How will you know when it starts helping you finally get over those problems or unmet needs that brought you here in the first place?

## **Pattern 6 - Model of the World**

Many people have found a very useful strategy is to repeatedly study the same stuff, from different angles. They've found that it sinks in a little bit deeper each and every time.

## **Pattern 7 - Intent**

I understand you don't want to waste your money. And once you see how we've transformed this "old information" into something that's actually usable and applicable, you'll never waste any more money again on products like this.

## **Pattern 8 - Redefine A Not Equal To B**

Old information doesn't mean it's bad, it just means it's been working for people for ages.

### **Pattern 9- Redefine B Not Equal To A**

What would be a waste of time and money is if you bought something just because it was new and untested by time and thousands of people.

### **Pattern 10 - Counter Example**

Have you ever bought something similar to what you already owned and found it worked a lot better? Or maybe saw a movie that you'd already seen, and it hit you on a completely different level?

### **Pattern 11 - Chunk Up**

There's a huge collection of data and information on this subject, and this particular product has sifted everything to fit your particular issue.

### **Pattern 12 - Chunk Down**

Have you exhausted every single thing involved in this are one hundred percent sure it won't work? After all, maybe even giving a glance can give you a whole new perspective.

### **Pattern 13 - Metaphor**

If you've ever read a novel for the first time in years, it will sink in simply because while the actual words on the page are the same, you'll have a whole new set of experiences that it can resonate with.

### **Pattern 14 - Another Outcome**

Whether or not this is exactly like something you may have purchased before is not really the issue. The issue is whether or not you're at a time and place in your life to really make this work.

### **Pattern 15 - Consequences**

If you only bought things that were brand new, you'd end up wasting a lot of money. Why not let all those other people with extra money waste their money, while you sit back like a clever fox and only buy the products that stand the test of time?

### **Pattern 16 - Hierarchy of Criteria**

Whether it's brand spanking new or it's been around since the dawn of time, the real issue is that this will quickly take away your pain and help you live the life you know you deserve.

### **Pattern 17 - Take It to the Threshold**

So maybe you should stand in line at the factory and only buy the very first product at the beginning of the New Year, whether it's going to work or not? Or better yet, maybe you should become a beta tester. I hear they're looking for some beta testers for that new, genetically modified chicken.

### **Pattern 18 - Reverse Cartesian Logic**

How can buying something new be a waste of money?  
How can buying proven products be the best choice possible?

**“I can't buy because I don't have any money.”**

### **Pattern 1 - Meta Frame**

It's not the cost of this, it's the income stream it will produce.

### **Pattern 2 - Change Frame Size**

Think of how much you'll save in the long run with this product.

**Pattern 3 - Apply To Self (A to A)**

Did you need any money to buy that belief that's been keeping you from creating real wealth?

**Pattern 4 - Apply To Self (B to B)**

Not having any money is the precise reason you need this product, because it will show you how to save even more of it.

**Pattern 5 - Reality Strategy**

How do you know? Many people are really unaware of how much they're worth, considering how much future potential earnings they'll be making.

**Pattern 6 - Model of the World**

If lack of money stopped some of the biggest success stories of all time, we probably wouldn't even have any technology today.

**Pattern 7 - Intent**

I know saving money is important. That's precisely why this product will show you exactly what to do, so you don't have to waste any money in the future buying product after product.

**Pattern 8 - Redefine A Not Equal To B**

You can't buy this because you haven't realized just how much this is going to help you. Read some of the testimonials below to get a better idea.

**Pattern 9- Redefine B Not Equal To A**

You don't have any money because you haven't taken advantage of some of the things you'll learn in this course.

**Pattern 10 - Counter Example**

Have you ever bought something on credit, which turned out to be a wise decision? This is one of those times.

### **Pattern 11 - Chunk Up**

How much would you need to have to feel comfortable buying this product, which is guaranteed to solve your issues once and for all?

### **Pattern 12 - Chunk Down**

Could you afford it if was ten dollars cheaper? Isn't the benefits you'll be getting from this worth much, much more than ten dollars?

### **Pattern 13 - Metaphor**

Once upon a time there was no money in the world. Only a small group of people with a huge amount of potential. Now look at all the money and wealth that exists! That can be you in just a few short weeks after buying our program.

### **Pattern 14 - Another Outcome**

Sure, saving money is important, but what's more important, and what brought you here today, is getting those problems solved. Our guarantee clearly states that we offer the best product, for the best price.

### **Pattern 15 - Consequences**

If you wait until you've got enough money to pay cash for what you want, you're going to miss out on a lot of good things in life. Before you know you'll be on your death bed, wishing you'd taken more risks in life.

### **Pattern 16 - Hierarchy of Criteria**

Naturally money is important. But that's only because of the things that

money can buy. And one of the cheapest things you can get is what our product clearly delivers. You'll never even worry about that problem again.

### **Pattern 17 - Take It to the Threshold**

So you only eat free food out of trash dumpsters, sleep in the street, and wear stolen clothes?

### **Pattern 18 - Reverse Cartesian Logic**

How can having more money make it even more likely that those problems will continue?

In what ways can having less money make this product seem that much more worth your time?

**“I already tried something like this and failed.”**

### **Pattern 1 - Meta Frame**

Isn't life just one long series of trial and error experiments?

### **Pattern 2 - Change Frame Size**

Haven't you ever experienced success after a few failures?

### **Pattern 3 - Apply To Self (A to A)**

Why don't you try a different belief that may work better?

### **Pattern 4 - Apply To Self (B to B)**

How can you get that belief to fail? The one where you think you need to get everything right the first time?

### **Pattern 5 - Reality Strategy**

How do you know you really fail? Looking back on when you first learned to

walk, or read, or ride a bike, you may have thought you were failing, but you kept trying, and now you're doing a pretty good job!

### **Pattern 6 - Model of the World**

What would happen if everybody gave up after their first try?

### **Pattern 7 - Intent**

Sure, you don't want to fail again. But what feels better than victory?

### **Pattern 8 - Redefine A Not Equal To B**

Trying again and again doesn't mean you're failing, it means you're getting closer and closer to success!

### **Pattern 9- Redefine B Not Equal To A**

Failure isn't when you don't get the results you want, it's when you quit. So long as you buy this product, you're not a quitter!

### **Pattern 10 - Counter Example**

Have you ever been successful after trying and "failing" several times?

### **Pattern 11 - Chunk Up**

Every small failure is only a minor part of the puzzle, which when put together is the success of life!

### **Pattern 12 - Chunk Down**

Is it really failure, or did you simply learn something about yourself and your skills at that particular time in your life?

### **Pattern 13 - Metaphor**

Thomas Edison said that he didn't fail 10,000 times when inventing the light bulb. He just found 10,000 things that didn't work.

### **Pattern 14 - Another Outcome**

Whether or not you failed in the past is not really the issue. It's how much closer to success that this product will bring you.

### **Pattern 15 - Consequences**

If you give up now, you'll never get the success you truly deserve!

### **Pattern 16 - Hierarchy of Criteria**

Sure, it's important to succeed, but isn't it more important to keep trying, keep learning, and being able to increase your skills, so you that you can continually set your sights higher and higher?

### **Pattern 17 - Take It to the Threshold**

Well, I suppose you'd better give up right away if you don't get massive immediate success with only a slight amount of effort.

### **Pattern 18 - Reverse Cartesian Logic**

How can failure be better than success?

How can success right off the bat actually hold you back from getting bigger and better things?

**“This requires too much work.”**

### **Pattern 1 - Meta Frame**

Isn't the meaning of life a quest for finding work that really matters?

### **Pattern 2 - Change Frame Size**

It won't seem like work when you're seeing how much money this puts into your bank account.

### **Pattern 3 - Apply To Self (A to A)**

That belief seems to require a lot of work to keep it alive!

### **Pattern 4 - Apply To Self (B to B)**

Why don't you work at getting some better beliefs that will be more supportive of what you really want to achieve?

### **Pattern 5 - Reality Strategy**

How do you really know what work is? After all, you burn more calories during sex than you do typing a sales page.

### **Pattern 6 - Model of the World**

If people only did things they enjoyed a hundred percent, with no thought of the future, we'd still be living by the sweat of our brows.

### **Pattern 7 - Intent**

I know you don't want to do anything distasteful and boring. Nobody does. That's why this product is perfect. It will help you to create a future life where all you can do is relax and enjoy the fruits of your labor.

### **Pattern 8 - Redefine A Not Equal To B**

This isn't work, it's a creation of a powerfully compelling future that you'll enjoy more than you realize now.

### **Pattern 9- Redefine B Not Equal To A**

Actually, work is what you've got to look forward to, for the rest of your life, if you don't use this product. You'll be slaving away for a boss you hate, and

barely have enough to put food on the table. If that isn't work, I don't know what is!

### **Pattern 10 - Counter Example**

Have you ever worked really hard at something and enjoyed the result?

### **Pattern 11 - Chunk Up**

It may seem like work now, but it sure won't when you're relaxing while everybody around you is still a trapped wage slave!

### **Pattern 12 - Chunk Down**

What specifically about it is work? Which part do you find the most distasteful? How does imagining all the money this will make you make it easier?

### **Pattern 13 - Metaphor**

I'll bet those guys that rob banks and carry those heavy sacks of money out to their cars don't think that it's work.

### **Pattern 14 - Another Outcome**

Sure, you want to enjoy life. But isn't it more important to set up a system that will help you not just enjoy life in the moment, but far out into the future?

### **Pattern 15 - Consequences**

Well, if you only do what's pleasing, you'll never really have anything set up for the future, which will create a lot more work than you may realize.

### **Pattern 16 - Hierarchy of Criteria**

Sure, pleasure is important. It's important now, and it's important ten years

from now. What happens when you realize that the pleasure you forgo today will multiply a thousand fold into the future, and be there waiting for you when you get there?

### **Pattern 17 - Take It to the Threshold**

Yea, if you probably don't enjoy anything, one hundred percent, you probably shouldn't do it. Like if it takes too much effort to get the lid of the mayonnaise jar, you should probably just go hungry.

### **Pattern 18 - Reverse Cartesian Logic**

How does doing work help you relax?  
How can relaxing and enjoying life be the most cumbersome thing you ever do?

**“I don't have time to use this.”**

### **Pattern 1 - Meta Frame**

What separates the winners from the losers is how wisely they spend their time. After all, we all have the same amount of time every day.

### **Pattern 2 - Change Frame Size**

How do you spend your time now?

### **Pattern 3 - Apply To Self (A to A)**

Do you have beliefs that support being efficient?

### **Pattern 4 - Apply To Self (B to B)**

Isn't it time to change such limiting beliefs that can be keeping you from a happy life?

### **Pattern 5 - Reality Strategy**

How do you know? How do you really know what's important enough for your time until you've actually tried it?

### **Pattern 6 - Model of the World**

If everybody thought that way, we wouldn't have most of the inventions we enjoy today.

### **Pattern 7 - Intent**

Nobody likes to waste time. When you consider the extra income this will produce for you, it's not hard to imagine how much time you'll actually be saving with this.

### **Pattern 8 - Redefine A Not Equal To B**

This doesn't take time, it actually helps you to make more money with less effort, which actually saves time.

### **Pattern 9- Redefine B Not Equal To A**

What wastes a lot of time is to continue to do what you've been doing while everybody else is adapting and changing to increasing technology and techniques.

### **Pattern 10 - Counter Example**

Have you ever done something that seemed time consuming at first, but ended up being well worth your time and effort?

### **Pattern 11 - Chunk Up**

There's probably a lot of things in your life that can be streamlined, and this can help.

### **Pattern 12 - Chunk Down**

Actually, this only takes a few minutes a day to put into place. Many people find that they spend that much more time watching commercials on TV.

### **Pattern 13 - Metaphor**

The biggest waste of time is when we don't realize that we're wasting time.

### **Pattern 14 - Another Outcome**

Whether or not you're maximizing your time now isn't really the issue. It's that you're doing everything today to build up a rich future where you have much more free time to pursue all your interests.

### **Pattern 15 - Consequences**

If you only do what you think will serve you now, what will your future look like?

### **Pattern 16 - Hierarchy of Criteria**

I can see time is very important to you. That's precisely why so many people have found this helpful. While it may take additional time to get started, they find that it saves a lot of time in the future.

### **Pattern 17 - Take It to the Threshold**

So unless you get an instantaneous result, without any effort at all, you won't want to spend time doing anything you're not familiar with?

### **Pattern 18 - Reverse Cartesian Logic**

How can adding more activities save time?

How can reducing activities actually waste more time?

# “I don't want to pay a monthly fee.”

## **Pattern 1 - Meta Frame**

Isn't life one big monthly fee?

## **Pattern 2 - Change Frame Size**

It's not really a monthly fee, as it will create an additional monthly stream of income.

## **Pattern 3 - Apply To Self (A to A)**

How much do you pay to this limiting belief that is keeping you from discovering some amazing technology?

## **Pattern 4 - Apply To Self (B to B)**

What monthly fee is this belief keeping you from earning?

## **Pattern 5 - Reality Strategy**

How do you know? How would you know if this was worth it?

## **Pattern 6 - Model of the World**

If nobody thought anything was worth a monthly fee, we'd all have to pay cash for everything, including our houses. Society wouldn't run very well like that.

## **Pattern 7 - Intent**

I know you want to save money. Which is exactly why so many people can't get enough of this stuff. Because it helps them to create a huge monthly income. Much more than when they started paying this small monthly fee.

## **Pattern 8 - Redefine A Not Equal To B**

What you don't want is to keep getting whatever income you're getting now. After all, wouldn't you like to have more money every month?

### **Pattern 9- Redefine B Not Equal To A**

This isn't really a monthly fee. It's a monthly training program that can lead to amazing benefits and massive increases in your monthly income.

### **Pattern 10 - Counter Example**

Have you ever paid a monthly fee and found you got astounding results? Like paying your monthly mortgage in exchange for building up huge equity and wealth?

### **Pattern 11 - Chunk Up**

Would you rather pay cash up front?

### **Pattern 12 - Chunk Down**

How much would you consider this is worth?

### **Pattern 13 - Metaphor**

Our Creator made the world so that everything happens in flowing streams. Food, money, love, so naturally paying a monthly fee is the most natural way.

### **Pattern 14 - Another Outcome**

Sure, you want to conserve your income. But isn't it more important to gain access to the lucrative skills that this training program will provide? Think of all the possibilities you're one step away from getting!

### **Pattern 15 - Consequences**

If you don't take advantage of any opportunities that come your way, you'll

eventually fall behind everybody else. You don't want that, do you?

### **Pattern 16 - Hierarchy of Criteria**

Sure, money is important. But so are the skills needed to make money. In our fast increasing world, you always need to learn new skills. That's why getting this monthly training program is absolutely essential!

### **Pattern 17 - Take It to the Threshold**

So you always pay cash for everything? Up front? Regardless?

### **Pattern 18 - Reverse Cartesian Logic**

How can programs charging a monthly fee be much more lucrative than one-off programs?

How can one-off programs (and the lousy support that comes with them) be a much worse deal than monthly training programs?

# Contact

I'm always more than happy to hear from my readers. I'll answer any questions you've got. Send 'em on over!

## [Email](#)

For more tons of information on NLP and hypnosis, take a look at [Mind Persuasion](#). There's hundreds of helpful articles as well as other training, coaching, and hypnosis products. Visit [Mind Persuasion](#) today.