

**Covert
Buying
Language
& Words**

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What Is Covert Buying Language?

“Words were originally magic and to this day words have retained much of their ancient magical power.”

—Sigmund Freud, 1915

Word Pictures That Make People Want Your Product

“Now that you have your reader's interest, what are you going to do with it? Start with a series of firstly's, and secondly's and thirdly's, like the old-time Preacher, and put your reader to sleep, losing all the advantage you have worked so hard to gain? Go into a long-winded description that wears him out before he is halfway through? Or lead him gently from one point of interest to another, with word pictures so clear, so simple that he can almost see the things you are offering him?

Getting your reader's attention is your first job. That done, your next problem is to put your idea across, to make him see it as you see it - in short, to visualize it so clearly that he can build it piece by piece in his mind as a child builds a house of blocks, or puts together the pieces of a picture puzzle.

The mind thinks in pictures, you know. One good illustration is worth a thousand words. But one clear picture built up in the reader's mind by your words is worth a thousand drawings, for the reader colors that picture with his imagination, which is more potent than all the brushes of all the world's artists.”

- Robert Collier, *The Robert Collier Letter Book*

Perhaps Chapter 4 of The Robert Collier Letter book provides a huge clue...

Covert Buying Language is designed to create ideosensory trance. It is based on our innate abilities to create in our minds visual images, feelings, voices, sounds, and even tastes and smells.

When you imagine what it was like to have your very first kiss, you're in an ideosensory trance.

Covert Buying Language uses "word magic" to transport your prospects and

customers to other worlds of sights and sounds and feelings.
In this Swipe File, you'll be given carefully constructed sets of words which work, because, they are delivered in a certain successful sequence.

When you modify and use any of the following examples, templates and patterns — it allows you to understand how to create your own that'll force the listener to process what you're saying unconsciously.

Language patterns work for many reasons, a primary one being that they bring about an emotional state and then suggest an action to accompany the emotion. If one controls the emotions of others, then they are very likely to follow suggestions.

The Covert Buying Process

The Covert Buying Process consists mainly of 4 stages.

Stage 1:

Get their attention

Stage 2:

Establish states of the person feeling an incredible bond, connection or rapport with you.

Stage 3:

Create the state you want them in

Stage 4:

Amplify those states, supercharge emotions and link them to the action you want them to take.

10 Easy Quick Start Templates

Template # 1

While you (insert your command), you'll notice just how easy you can (insert your command), as you begin to (insert your command), and (insert your command).

Example: While you read this sentence, you'll notice just how easy you can use it to your advantage, as you begin to realize its effectiveness, and relax.

Template # 2

State a fact or make a statement. When you (insert your command) — as you find yourself (inserting your command), obviously, you're ready to (insert your command) — clearly, you may (insert your command), and (command yet again).

Example: Most people can begin to use Covert Buying Language right away in their dealings with others. When you read the following statement — as you find yourself becoming better at using Covert Buying Language, obviously, you're ready to begin creating your own patterns — clearly, you may start immediately, and enjoy it.

Template # 3

When you (insert command) as you (insert command), how surprised would you be to (insert command), and (insert command)?

Example: When you begin to use Covert Buying Language as you find you're growing ever more confident, how surprised would you be to remember these phrases, and master the skill?

Template # 4

Are you beginning to see just how easy it really is to (insert your command)? You'll realize as you (insert your command), you fall nothing short of a miracle when you can (insert your command) now.

Example: Are you beginning to see just how easy it really is to create Covert Buying Language? You'll realize as you begin to use these templates, you fall nothing short of a miracle when you can understand their effectiveness now.

Template # 5

State a fact or make a statement. The more you (insert your command), the better you (insert your command), and (insert your command) when you've (insert your command).

Example: Covert Buying Language is really easy to use. The more you read the applications, the better you get, and it's easy to enjoy when you've been taught informally.

Template # 6

Realize, really realize you might (insert your command) while you (insert your command), and it just (insert your command), don't you (insert your command)?

Example: Realize, really realize you might notice the power while you read this sentence, and it just makes sense to use it, don't you agree with me now?

Template # 7

State a fact or make a statement. You'll notice when you (insert your command), as you realize how quickly you (insert your command) which, in effect, causes you to (insert your command).

Example: You'll notice when you write language patterns, as you realize how quickly you can do it too, which, in effect, causes you to become really good at it.

Template # 8

State a fact or make a statement. If you were to ever (insert your command) as you (insert your command), you can immediately begin to (insert your command), (insert command), and insert command).

Example: Reading hypnotic templates is okay. If you were to ever feel like making your own as you think about how you might start, you can immediately begin to understand the importance, practice, and notice you're getting better.

Template # 9

If I could show you a way to (insert your command) would you (insert your command) as you (insert your command), and (command again), would you (insert your command)?

Example: If I could show you a way to remember these template examples, would get better at using them as you realize you can remember, and use them because you can, would you follow my advice?

Template # 10

You might not know this because (insert your command), but just imagine for a second if you were to (insert your command) -- as you recognize you can (insert command) while you (insert your command), and you (insert your command) — because, it's easy when you (insert command).

Example: You might not know this because it's not out in the open, but just imagine for a second... If you were to become fascinated as you recognize you can, use sneak phrases while you make your own patterns, and you feel excited because, it's easy when you know how.

Bonus: The Golden Paragraph

This next paragraph can be used to "set up" you listener to listen and obey practically anything you say. I kid you not, when you use this pattern you'll know exactly what I'm talking about.

Also, you'll notice the first paragraph is highlighted in **bold letters**. You would only use this if you were to slip and tell them you know hypnosis. If they don't know, start from where it's regular text.

Here it is:

In learning Covert Buying Language, I've discovered that anyone can be hypnotized. It's True! And of course there is a place in your mind where you're totally suggestible, if you were to just stop, and begin the process of finding that place... that space where you're super suggestible. And if you should do that, and you were to hear my voice and see my face right in that place - in that, super suggestible part of your mind, you're like ... Wow, what a mental and spiritual bond between me and you.....unbreakable isn't it?

Are you noticing how powerful that language pattern is? — It's one paragraph worth of solid gold.

The Tools Of Unconscious Persuasion

Remember: Where possible, we are seeking to create the frame/filter of an implied relationship of trust, caring, teacher/student, leader/follower, guide/explorer in a shared and valuable activity.

Note: Some of these tools will blend into each other and ought to be used together. Commands and “trance words” often blend together, as do presuppositions. The distinctions we are about to learn are useful, and these are not iron-clad, rigid and delineated categories.

1. Implied togetherness words:

“Let’s”
“let us”
“we”
“why don’t we”

2. “Along/join “ words and phrases:

“Follow along”
“Read along”
“Tag along”
“Join along”
“Come along”
“Join in”
“Join with me”

3. Valuable activity verbs:

“Discover”
“Uncover”
“Explore”
“Learn”

4. Implied value nouns:

“Discovery”
“Secret”
“Breakthrough”
“Journey”
“Exploration”
“Learning”

“Adventure”

Examples:

“I think that we will really enjoy as we uncover this world of persuasion mastery today.”

“It really excites me to be sharing discoveries that radically transform lives for the better, so I thank you for allowing me to uncover this for you today.”

“Before we begin this journey into the world of persuasion mastery, I just want to let you know that it’s important to ask the questions that naturally arise when you embark on something new and exciting”

5. Being vague/using vague language/artful ambiguity.

Note in the examples above I did not say *one single specific thing*. It is so vague that the reader/ listener/ viewer must make sense of it by most matching it to their own imagined, subjective realities.

Gold Key Persuasion Rule: Whatever You Can Get A Prospect To Imagine **For Themselves** Will Be Most Likely Perceived As Their Own Thought, And Therefore Will Not Be Resisted!

Corollary 1: Vague Language Compels The Recipient To Actively Interpret The Meaning, And Thus Perceive The Meaning And Thoughts As Their Own

Corollary 2: Knowing When To Be Vague And When To Be Specific Is An Incredibly Powerful Persuasive Skill

6. Trance phrases:

“Find yourself”

“Allow yourself”

“Invite yourself”

“Discover yourself”

“Convince yourself”

Example:

“As you discover yourself getting more excited about what I have to say, it’s not necessary to find yourself growing truly eager to learn more.”

7. Trance words:

“Wonder”

“Imagine”

“Ponder”

“Contemplate”

“Picture”

8. False profession of ignorance:

“I don’t know”

“I’m not sure”

“I can’t tell”

“As you follow along in this exploration today, I’m not sure just which of these breakthroughs you’ll find yourself really enjoying and embracing, but I think as you imagine that, you’ll feel this is really worthwhile.”

9. Pacing words:

“As you”

“While you”

10. Presuppositions of time:

“Before”

“After”

“Prior”

“When”

“Once”

“Now”

11. Presuppositions of awareness

“recognize

“realize” “notice”

“sense”

“conclude”

“become aware”

Before you become aware of your own reasons for wanting to act today, it's not important to recognize that this is the process of concluding that you are making a great decision!

12. Adverb/adjective presuppositions

"naturally"

"easily"

"powerfully"

"rapidly"

"joyfully"

"powerfully"

"swiftly"

"clearly"

13. Commands and suggestions:

Commands tell a person to take an action, feel a feeling, think a thought or a combination of these three. They take the form of:

"Do x"

"Feel x"

"Decide x"

"Order now"

"keep reading"

"keep listening"

"Think x"

Suggestions usually follow commands, and indeed intertwine with them. The distinction is that suggestions the recipient how to make meaning and sense of what they are thinking and feeling.

Example: "Just because a person can feel that happening, doesn't mean it's on, tonight."

Example: "Just because you're feeling excited doesn't mean it's time to take action".

What would it be like if...

What would it be like if you found yourself absorbing these patterns naturally? I'm not suggesting that you can do that, I just wonder what it would be like.

If you were to...

If you were to understand how easy these patterns are, how much more would you be enjoying these exercises?

You don't have to...

You don't have to be able to use these patterns naturally right away, it's only natural that you progress as easily as seems right to you.

You really shouldn't...

You really shouldn't make changes NOW to any part of your behavior. You'll have all the time you want to introduce the changes you want in your own way.

... to the point where...

It's only natural to practice each step one at a time to the point where you're improving your language skills without thought.

Notice...

Notice how a single word will define your focus. You could try to resist it, but to listen even halfway you have to notice first. Notice how your thoughts can be led in any direction quite innocently.

What would it [feel/be] like if...

What would it be like if you just relaxed, and learned how to do this so naturally. You don't have to do it, just consider what it would be like...

It's as if...

It's as if your attention is being focused on learning now, which makes it all the easier to learn now.

What's it like when...

What's it like when you're learning fascinating new things? As you consider that, doesn't that make it easier for you to do that again now?.

... means...

The fact that you're even here, to discover new things means that you will learn to master this more quickly.

You might realize...

You might realize you begin to speak differently after other people respond to you more fully.

You should remember...

You should remember that learning is a natural thing to do, just allow it to happen and enjoy the process.

The more... the more...

The more you absorb yourself in the experience and are willing to get it wrong a few times, the more quickly and easily you'll learn now.

"The more you watch, the more curious you'll become."

"The more you think about it, the more interesting it becomes."

"The sooner you agree, the faster you'll feel satisfied"

"The faster you do it, the less you will hurt. "

"The less you resist, the more you'll enjoy. "

"The more you study, the more you'll remember it. "

"The more you sweat in training, the less you bleed in combat. "

"The faster you act and the less you think, the more quickly you'll enjoy the suggestion."

"The slower you eat, the more you'll enjoy the taste and texture of the food"

As [my friend/Mr X/NAME] said "..."

As Gary Halbert, one of the world's greatest copywriters once said..."There's no problem on earth that a good sales letter cannot solve!"

Most people can, [NAME]...

Most people can, Jane enjoy the process of communicating with more subtlety and clarity.

As soon as..., you'll...

As soon as you discover the ease with which you can use this model, you'll feel *mat about the fact you put in so much effort to learn it now.

How do you know when you're...

How do you know when you're so totally absorbed in a task that everything else just seems unimportant... now?!

Will you... or...?

Will you practice them daily and enjoy the learning process you go through, or will you just be implementing these patterns completely unconsciously so that your skill improves before you realize it?

Every time you..., you...

Because every time you practice a new skill like this, your skill levels increase and you enjoy doing it even more.

Will you... now or... later?

Will you find yourself speaking differently now, or will you not notice that until later?

When you find yourself...

When you find yourself using this powerful new model of communication naturally,

will you really be surprised or just delighted?

Imagine...

Imagine, just imagine what it will be like when you can communicate with influence a precision. How much better are people responding to you now?

I know you're wondering...

I know you're wondering what all this has to do with how quickly your learning can improve. And it's a good thing to wonder.

Just pretend for a moment that...

Just pretend for a moment that you're the kind of person that can master these skills. How will you start to really get to grips with what you're doing?

When you...

When you read this card, will you realize how natural these language patterns are, or will it only be when you practice speaking them out loud? When you're absorbing things naturally, how do you know it's occurring?

A person can, [NAME]...

A person can learn to use their language in precise ways. And when you use their name they seem to, [NAME], pay more attention.

As you..., you...

As you get used to directing your language with intent, you may notice yourself speaking more elegantly in all sorts of situations.

It's not necessary that...

It's not necessary that you begin to speak differently, just notice how you speak naturally and refine it.

You might find yourself...

You might find yourself beginning to understand fully, just how easily you can use these language patterns.

... and...

and you can break normal rules of grammar more easily when you speak. People will listen to you and continue to think on what you say and eventually you will persuade them just so!

Notice what it's like [when/as]...

Notice what it's like when you begin to speak differently, just notice how your speech is so natural.

You may be wondering...

You may be wondering how easy you will find these exercises, and if you were not doing so before you are probably doing so now!

Have you ever...

Have you ever started to learn something new and discovered how much fun you can have with it?

Because..., (you can)...

Because you have had fun learning so many things in the past, you know you can enjoy the process of learning, so you can look forward to how much you will enjoy this exercise.

It's a good thing [to/you're]...

It's a good thing to open your mind and learn new skills as that is how you keep learning and progressing.

You may notice...

You may notice that you begin to speak differently, and feel good about the fact you're learning.

One can, you know [NAME]...

One can you, John let go and learn for the sake of learning.

You could..., couldn't you?

You could just pretend to be good at this for a while, couldn't you?

I wonder if you realize... yet

I wonder if you realize just how much more subtle your conversations are becoming, now!

Sooner or later...

Sooner or later you'll discover the ease with which you can communicate like this for yourself.

There's no need to..., until

There's no need to understand clearly how all the patterns work together, until you have made a thorough and consistent effort to practice them.

And how will you...

And how will you learn all these patterns for yourself?

It's [FACT], [FACT], [FACT] and...

It's not nighttime yet, you're still awake you're thinking about these language drills and you can look forward to how much you'll enjoy practicing them again and again.

If you..., then...

If you continue to use these patterns in every day conversation, then you'll soon discover that they are even more useful than you first thought.

Suppose...

Suppose you were learning all these things at a deeper level than you now realize...

When you realize...

When you realize that you already know how to do this, you'll discover how everyone can communicate with ease in this way.

Remember...

Remember the last time you were faced with a challenging situation and you managed to rise to the occasion. Notice what it's like when you begin to speak differently, just notice how your speech is so natural.

Covert Suggestion Templates

After a moment or two has elapsed ...
After this ad concludes you will have absorbed ...
After you read this ad you will have learned ...
After you read this next statement you may vividly remember ...
After you read this short ad you will feel ...
After you recall a memory associated with these feelings ...
Again and again picture ...
Again as we begin to examine your past ...
All of these feelings and behaviors have ...
All these suggestions are now implanted in the deepest reaches of your mind ...
All you need is to let yourself think ...
Allow the image of yourself to become..
Allow your mind to take you back to that event ...
Allow yourself to drift back when you were ...
Allow yourself to be open to ...
Allow yourself to drift back through time when ...
Allow yourself to drift ...
Allow yourself to float in the future when ...
Allow yourself to get that kind of feeling ...
Allow yourself to imagine a mental snapshot of ...
Allow yourself to set a course back to when ...
Almost as if it's beginning to ...
Already as you are looking at () you may begin to see some very subtle changes ...
Also you begin to consider the possibility of ...
And allow that () to continue ...
And as I shoot these words in your brain you'll notice ...
And as this begins to happen ...
And as we even begin to discover a sense of ...
And as you are continuing to read this ...
And as you are dreaming about ...
And as you dream in this information you'll ...
And as you do, just notice how ...
And as you do so notice, just notice how ...
And as you do so you experience ...
And as you listen to your brain you can notice ...
And as you read on ...
And as you read slowly notice how you start to feel about ...
And as you recall that memory I want you to ...
And as you think back upon your experience, now you are feeling ...
And because you feel this way life will ...
And before long you begin ...
And by now you might feel as though your mind is ...

And by the time you've ...
And can you remember the time ...
And day by day you'll find yourself more and more ...
And do you begin to picture ...
And each morning you wake up you'll feel ...
And each night when you go to bed ...
And each night you go to bed you'll imagine ...
And even as the experience may actually last for only a few moments ...
And for these few moments just feel ...
And I don't know if you'll notice these feelings now ...
And I really don't know just what you're thinking now but ...
And I want to remind you that whenever ...
And I want to take you back to an earlier ...
And I want you to take a moment to ...
And I want you to understand, just understand that ...
And I wonder if you might begin to notice ...
And I wonder if you'll be surprised at...
And I wonder if you've already begun to ...
And I wonder what your mind wants to explore ...
And I would like you to become aware of () even as you keep reading ...
And I would like you to become aware of any possibility of ...
And if occasionally your mind wanders that's normal because ...
And if your subconscious mind is willing to ...
And I'm not sure if you'll remember exactly ...
And I'm not sure if you'll think those thoughts now or after you're done reading this ad...
And I'm sure you've had the feeling of ...
And in this same way you feel ...
And in those early months of existence ...
And in those early years, you ...
And it begins to become easier to imagine traveling through time ...
And it begins to become easier to visualize ...
And it feels like you're almost reliving the experience again ...
And it will be very interesting for you to discover for yourself that ...
And it would be rewarding if you could remember ...
And listen carefully to what I have to say ...
And now as you continue to ...
And now as you feel these feelings ...
And now as you feel your thoughts ...
And now as you sit there ...
And now as you think those thoughts ...
And now for the next few minutes you can allow yourself to ...
And now I need to tell you something important ...
And now I will slowly count together with you from three to one ...
And now I would like you to concentrate on ...
And now imagine that () is beginning to spread ...

And now let's go back over time when ...
And now let's return to where we have been before ...
And now the scene is fading more and more ...
And now you begin to know ...
And now you will be able to visually go within yourself to ...
And perhaps traveling back to ...
And perhaps traveling back a few (years, months, days, etc.) ...
And perhaps you're beginning to remember ...
And perhaps you'll have some doubts about our product till ...
And remembering that from ...
And shortly you'll mentally hear ...
And so if I would like to ...
And so to begin ...
And so your conscious mind will notice ...
And so your mind remembers what ...
And soon you'll find yourself ...
And suppose you see, hear and feel yourself ...
And the quicker you ... the quicker you ...
And then after awhile when you are feeling ...
And there are many things that we imagine without knowing how to imagine ...
And there is really no need to be aware of ...
And these suggestions will dissolve into your brain and profoundly influence your feelings ...
And these suggestions will sink deep into your mind and instantly influence your thoughts ...
And these thoughts, feelings and words will be implanted in your mind to remind you of...
And these words will evaporate into your head and quickly influence your behavior ...
And throughout this ad a feeling of ...
And we begin to imagine the feelings of ...
And we see () as if we never ...
And when you're ready to go back to the present you can drift ...
And when it feels as if ...
And when you are aware of experiencing those thoughts again ...
And when you notice that sense of ...
And whenever you're about to ...
And with every word I utter you will find yourself ...
And within another minute or two you will become consciously aware of ...
And yet you've felt that many times ...
And you begin to notice your mind's ...
And you can interrupt your reading just long enough to think about ...
And you can just let go of ...
And you can keep in mind ...
And you can recall and re-experience ...
And you can sense how ...
And you don't even have to believe that ...

And you have had feelings of ...
And you may recall when ...
And you really don't need to wonder about ...
And you remember the story about ...
And you will be aware of the causes ...
And you will be free of those feelings so that they will no longer influence your ...
And you will begin to notice ...
And you will continue to have these (feelings, thoughts, worries in the future)
 unless you ...
And you will find your attention is less and less focused on ...
And you will keep the image in the uppermost region of your mind ...
And you will shift your thoughts to ...
And you will sink further and further ...
And you will start to feel stronger and stronger about ...
And you'll be shocked to discover ...
And you'll look forward to every coming (word, thought, idea etc.) ...
And your subconscious mind has the ability to continue without your conscious mind
 paying attention ...
And you're going to get better about thinking ...
Any previous discomfort you may have felt is fading away now ...
Are you beginning to follow ...
Are you beginning to imagine ...
Are you beginning to learn ...
Are you ready to live a new way and enjoy ...
Are you willing for this to happen?
Are your eyes comfortable with these words?
As a child did you ever ...
As a reaction of what you're about to learn ...
As a result of what I am telling you now your awareness of ...
As a result of what I am telling you right now you begin to experience ...
As a result of what I am about to tell you ...
As a result of your experience you know that ...
As a result a specific feeling will become clear to you ...
As you expose more and more thoughts ...
As you relive that experience again you ...
As each second passes you'll feel more and more ...
As each second passes you'll understand ...
As each sentence passes you'll be persuade by ...
As every word travels from this ad to your mind you'll imagine ...
As hesitation enters your mind, allow it to leave from the other side of your brain ...
As I communicate with you, you continue to feel ...
As I talk to you, you continue to ...
As I talk with you, continue to ...
As if somehow every word is just....
As if we're here now for the first time ...

As long as you tell yourself that ...
As more and more minutes pass by ...
As soon as you feel the urge you will ...
As the end of this ad comes closer and closer ...
As these thoughts occur you begin to ...
As thoughts enter your mind allow them to ...
As these thoughts sink deep into your mind ...
As time goes on you will find yourself ...
As time goes on you will live ...
As time passes by swiftly ...
As we descend notice the increased feelings of ...
As you allow yourself to enjoy this state ...
As you allow yourself to completely explore and experience this event fully ...
As you allow yourself to go farther and farther down this ad you ...
As you allow yourself to scroll down this ad you're ...
As you are focusing on each and every thought I give you ...
As you become more () and less () each minute ...
As you begin to discontinue ...
As you believe this so it will be ...
As you concentrate your attention on this ad ...
As you continue reading and imagining ...
As you continue to concentrate on these words ...
As you continue to experience ...
As you continue to go on further ...
As you continue to read down this ad you ...
As you continue to sit there and listen to my words ...
As you develop this image you ...
As you enjoy the feeling of ...
As you fix your eyes on this ad ...
As you go back in time feel yourself ...
As you hear every word I say or read ...
As you keep reading this ad you are feeling less and less ...
As you keep scanning over this ad you are noticing ...
As you keep skimming through this ad you're thinking ...
As you keep yourself focused on ...
As you know everything is easier when ...
As you listen to my voice ...
As you notice the feeling of ...
As you read every word of this ad you will uncover ...
As you read every word of this ad you will unearth ...
As you read this ad more and more you will start to experience ...
As you read this ad think about each and every word ...
As you read this ad you'll experience more and more ...
As you read this ad you've forgotten all about ...
As you reflect about ...

As you remember the memories of ...
As you scan every word you will begin to imagine ...
As you see things again in a new ...
As you sit in front of the computer ...
As you sit there and read this ad you start to notice ...
As you sit there your mind will be focused on words and thoughts in this ad ...
As you start reading the beginning of this ad you realize ...
As you start to read and relax comfortably, I am going to offer you ...
As you study each word in this ad ...
As you study every word of this ad you will ...
As you study this material your mind will help you concentrate on ...
As you think about all of these things ...
As you visualize each word of this ad you will shortly feel a sense of ...
As your imagination continues to widen ...
As your interest continues to grow ...
As your mind reacts to this information you ...
As your pain leaves you begin to ...
As your questions and doubts begin to disappear and you begin ...
As you read this ad you will experience the sensation of ...
As your subconscious mind records this information ...
As your breathing begins to ...
Ask yourself these questions ...
Associate every word you read with feelings of ...
Assume a comfortable position ...
At the conclusion of the ...
At the conclusion of this ad daydream about ...
At the end of 30 seconds you will feel...
At the end of this ad summon a mental image of ...
At the same time imagine how it would feel if ...
Be aware of that feeling of () that you're experiencing ...
Because of this you will begin to ...
Because you are able to feel ...
Become more and more ready to ...
Begin to find yourself being mentally transported ...
Begin your journey by ...
Breathe and imagine that ...
But right now you need to think those thoughts ...
But you can free yourself from ...
By directing your thinking, you can bring back the thoughts you experienced
when you...
By implanting this information ...
By knowing this you have a way of ...
By looking into the future ...
By the time you finish reading this ad you'll have forgotten ...
By the time you finish reading this ad you'll have foreseen ...

By the time you read this ad you will ...
By turning on your subconscious mind ...
Can you imagine a time when ...
Can you mentally recall a time ...
Can you remember what ... feels like?
Can you see that?
Can you remember the feeling of ...
Concentrate on each and every word ...
Continue letting this feeling spread all over your body ...
Continue to fully experience this ad while you notice ...
Continue to hold the image in your mind ...
Drive out all other thoughts of ...
Do it right now ...
Do you agree?
Do you recall a memory of ...
Do you remember a moment when ...
Do you remember seeing ...
Do you recall a feeling of () back when ...
Drift back to a past experience when ...
Each and every sentence suggest (images, memories, feelings, etc.) that travel from this ad
to your mind ...
Each fact and benefit of this ad will leave an everlasting, profound impression of ...
Each morning upon rising you can permit yourself ...
Each second you read focus on ...
Each time that you read these thoughts ...
Each time you complete a sentence you feel more and more ...
Each time you think about () you will ...
Each word you read will be firmly embedded in your thoughts ...
Each word you read you will accept as ...
Everything you read will sink deeply in your subconscious mind ...
Even though you can't hear me concentrate on my commanding but soft voice ...
Even though you may not consciously remember you will relive it in your mind ...
Even when you're not consciously thinking about these (words, ideas, benefits) ...
Every now and then you may have the sense of ...
Every now and then you may ...
Every now and then you might imagine ...
Every thought and feeling that I tell you, you are going to experience ...
Every day beginning now you'll feel ...
Every day will be as if it's the ...
Everything that I tell you is going to happen exactly as I tell you ...
Everything but this ad is becoming remote now, nothing else but these words are
important ...
Every time you are in bed ready to go to sleep you will get the feeling of ...
Every time you complete a (word, sentence, paragraph, etc.) you start to feel
more and more...

Every time you feel like ...
Every time you look at each word you ...
Every time you read a word your interest grows and grows ...
Examine these (images, feelings, thoughts) in your mind ...
Experience the scene fully ...
Feel again what it was like to ...
Feel free to ...
Feel what you're feeling now as ...
Feel yourself beginning to wonder ...
Fill your image with as much detail as possible ...
Fill your thoughts with ...
Finally I want you to think about ...
Fly to the future and imagine ...
For a few moments from time to time ...
For a moment maybe you can just remember ...
For each word you study allow yourself to let go more and more ...
For the first time you will be in control of ...
For the present you will ...
From now on, every time you read a word ...
From now on you can be so () knowing that you can ...
From now on you will ...
From the moment you () you begin to ...
From this moment on, whenever you think of ...
Focus your attention on ...
Give your full attention to ...
Go ahead and re-experience ...
Go forward in the future ...
Go now deep within yourself, to the very center of yourself, to the source of ...
Go to your favorite place or utopia ...
Gradually, you are beginning to ...
Gradually, you will find less and less ...
Have you ever experienced ...
Have you ever noticed when ...
Have you realized yet that ...
Here is an interesting challenge for you ...
How many times have you asked yourself ...
I am going to describe to you a way ...
I am going to offer you suggestions that your mind can easily accept ...
I believe that you have as much right to your feelings of () as ...
I dare you to ...
I don't know if these images of () will pop up in your mind ...
I don't know if your thoughts will change about ...
I know and you know that you have been experiencing ...
I know you can remember ...
I know you have a conscious memory of ...

I know you have feelings of ...
I know you have had () of ...
I know you have thoughts of ...
I know you're feeling bad about ...
I know you're thinking positive thoughts about ...
I now suggest that you can ...
I realize you are having many problems ...
I really cannot make you order. But at some time in the future when you're ready to buy
I can help you ...
I want to ask your mind to ...
I want you to experience ...
I want you to forget that I told you () ...
I want you to make believe ...
I want you to think about the word ... What image pops in your head?
I want you to visualize someone other than yourself who has ...
I wonder how you're going to feel about the following ...
I wonder if you'll be pleased to notice that today ...
I wonder if you'll be reminded of ...
I wonder if you'll notice ...
I wonder if you'll remember ...
I wonder if you've had the experience I had when ...
I would like for you to take a few moments to think about ...
I would like you to ask the inner part of your mind ...
I would like you to keep this feeling in your mind for ...
I would like you to picture in your mind ...
I would like you to see yourself ...
I would like you to think of a time in your past ...
I would like you to visualize ...
I'd like you to begin by just thinking ...
If at times you find your mind wandering off this page, think about ...
If you are wondering ...
If you really have to () you ought to do a good job of it.
If you should begin to think about ...
If you're anything like me ...
If you're like other ...
If you're thinking about feeling ...
If you were able to feel ...
I'm about to tell you ...
I'm going to ask you to concentrate on (), pay no attention to ...
I'm going to ask you to think about each and every word that follows and their direct
meaning on your life ...
I'm only going to ask you to think about certain (words, ideas, thoughts) ...
I'm sure you can recall a time when ...
I'm wondering even as you go through this ad if ...
Imagine that you are learning the future, which no one else knows yet ...

Imagine anything that will remove the barrier of ordering ...
Imagine being back in a classroom ...
Imagine feeling totally ...
Imagine for a minute that it's a year from today ...
Imagine for a second that ...
Imagine images of ...
Imagine listening to the sound of my voice ...
Imagine my soft voice talking to you as you read each word ...
Imagine now that hovering over your body is ...
Imagine or do the following ...
Imagine that the day has come that you ...
Imagine what would happen if ...
Imagine what you could accomplish if ...
Imagine yourself back in ...
Immediately after reading this article you will feel ...
In a few minutes I'm going to tell you ...
In a few moments I will describe a scene and as I do so, you can experience it as (real
life, reality, a dream, fantasy) ...
In a few moments I will ask you to allow yourself to ...
In just a flash I'll tell you ...
In a little while I'm going to return you to the present ...
In a minute your mind and body are going to ...
In fact it knows so much that your conscious mind doesn't even know how much it
doesn't know.
In just a short while I'm going to return you to your normal sense of time and place ...
In just a while ...
In order to learn how to do that I suggest that you ...
In the coming paragraphs your thoughts will ...
In the coming sections ...
In the future when you may have some thoughts of ...
In the information to follow ...
In the next few paragraphs you are going to learn ...
In the past you had feelings of ...
In this fantasy you visualize yourself ...
In this short ad you're ...
In your present mode of thinking you do not believe ...
Instead of reading this whole article you will limit your reading to the parts that compel
you to buy ...
Is that okay?
Is there a past event that ...
Is there a past experience that ...
It becomes clearer that ...
It may be that you spontaneously feel ...
It may be that you suddenly become aware of ...
It might be good to remember something that you have forgotten about ...

It might be interesting to allow your mind to drift back through time as if ...
It's clear that you were too young to ...
It's okay to think whatever you think about ...
Just a few moments ago I asked you ...
Just allow yourself to drift back to that experience ...
Just imagine being ...
Just let it happen, okay?
Just let your imagination go ...
Just let your imagination drift with every word you read ...
Just let yourself know almost as if you're sending your mind and body a message of
Just notice some of the sensations ...
Just notice those feelings as you ...
Just notice yourself at ...
Just now you decided to be determined to ...
Just picture and feel ...
Just picture this for a second ...
Just reminisce about it ...
Just savor the experience for a few moments and enjoy ...
Just suppose you could ...
Just think of what you have learned in the last few moments ...
Just imagine for instance ...
Keep all that you have read locked in your mind, the letters, words, meanings, and think
 about them (often, every day, etc.)
Keep your mind fixed on ...
Know in your mind now that you will be able to ...
Learn to trust your subconscious mind because ...
Less and less you realize ...
Let me ask this, if you ...
Let me remind you ...
Let the (fears, worries, pain etc.) drop out of your life ...
Let these thoughts go to the back of your mind ...
Let those thoughts go deep into the back of your mind ...
Let us explore a new avenue ...
Let your eyes soak up ...
Let your imagination become re-acquainted with every detail of ...
Let your imagination focus upon this ad ...
Let your inner mind now select a time when you've ...
Let your mind drift ...
Let your mind wander and wonder as you wander.
Let your thought shift back to ...
Let your thoughts take you to ...
Let yourself become more and more aware of ...
Let yourself begin to experience now ...
Let yourself flow with the words you understand ...
Let yourself go back and experience those feelings once more ...

Let yourself visualize and re-experience ...
Let's pretend that ...
Let's take a trip into your past ...
Let's take a trip through your brain ...
Let's travel through your mind ...
Let any fear fade away.
Make yourself comfortable and allow your mind to ...
Many of us had that experience of ...
Maybe the first thing you feel is ...
Maybe your subconscious mind wants you to ...
More and more, starting today, you feel ...
More and more you become free of ...
Move the feeling of () to your thoughts ...
No matter how hard you try, you will not be able to remember ...
Nothing else is important and you simply don't pay attention to anything but
this page...
Nothing is beyond the power of your subconscious mind. Your problems will ...
Notice any difference?
Notice as you concentrate ...
Notice how good you feel right now ...
Notice how you feel about ...
Now as every word travels from this ad to your brain ...
Now as you continue to absorb my words ...
Now as you continue to listen to my words you find yourself ...
Now as your (adj) mood begins to grow more and more ...
Now begin to create another image ...
Now concentrate your mind on ...
Now feel (excitement) passing through your body ...
Now I am going to count from one to ten and when I reach ten, all of your () will have
faded away
Now I am going to give you a story on () so you can understand ...
Now I can almost hear you thinking ...
Now I can almost see you visualizing ...
Now I suggest when you () you do what I have done ...
Now I want to ask your subconscious something and please allow it to respond in your
thoughts ...
Now I want you to go way deep into your mind and visualize ...
Now I want you to ponder those feelings and begin to focus on ...
Now I want your mind to search through your memories ...
Now I want your subconscious mind to listen very carefully ...
Now I would like to help you experience the feelings of ...
Now I would like you to picture very clearly your favorite ...
Now I would like you to think about a major incentive you are ...
Now if you examine this ad thoroughly you will ...
Now imagine that you're in ...

Now imagine the result of ...
Now imagine yourself ...
Now in your mind formulate a goal you would like to ...
Now just to re-enforce that let's go through it again ...
Now keep in mind the picture of ...
Now keep thinking about () notice how ...
Now let me ask you an awkward question ...
Now let me ask you about ...
Now let your imagination formulate an image of ...
Now let yourself get in touch with the feelings of ...
Now let yourself get in touch with ...
Now let's go to that lovely place of your choice and thoroughly enjoy every minute of ...
Now picture the following ...
Now picture you are watching a show about life going from the present to the past ...
Now picture you are watching the movie of your life going from past to present ...
Now picture you are watching your life in a time machine about life going from past to present to
Now retrace your life back to ...
Now tell your mind that you ...
Now tell yourself that you're ...
Now that you know you start to experience ...
Now think of ...
Now this is what you're going to think about ...
Now what I'm going to suggest to you is ...
Now what is it that you're feeling?
Now you are familiar with this state you will ...
Now you can begin to break through your negative ...
Now you find yourself drifting slowly ...
Now you find yourself drifting (back, toward) to a time when ...
Now you may choose how you would like to feel about the (past, present, future)
Now your mind will readily accept ideas for ...
Now you will let a scene of () come to you ...
Now you will note that ...
Now your () has completely gone ...
Now you're able to control ...
Now your inner mind will lock onto this page ...
Now your subconscious mind has made a commitment to ...
Now I'd like you to imagine that you're watching
Okay, you're probably seeing yourself ...
Once you're completely engulfed by these ... (words, feelings, thoughts, etc.) ...
Only focus on ...
Outline in your mind what you are doing now and for what reason you are doing it ...
Pay attention to ...
Pay close attention to my voice just as I am there speaking with you in a (adj.) voice.
Pay no attention to the background interruptions, just concentrate on this report ...

Perhaps already noticing that sense of ...
Perhaps even picturing ...
Perhaps imagine once again that ...
Perhaps remembering and re-experiencing ...
Picture yourself (No.) years from now ...
Picture yourself as a ...
Picture yourself in the worst possible situation ...
Please concentrate on your ...
Please recognize that your mind can automatically ...
Possibly you may want to read ...
Perhaps you'll be aware of several different feelings like ...
Perhaps traveling back into past experiences will ...
Really think about a time when ...
Regardless if you read this whole letter or not, you will think about ...
Remember when as children we couldn't understand ...
Remember a time when ...
Remember the emotion of ...
Remember the taste of ...
Remember these words ...
Remember when you were in your teens and ...
Remember while you're visualizing you're always in control ...
Repeat this 3 times ...
Rest your eyes on my words ...
Review all of your (experiences, memories, thoughts) through life and pick the one that...
Reverse yourself back through time before ...
Right now all your worries are drifting away.
Second by second allow yourself to experience ...
Second by second you will find it easier to imagine ...
See a picture of your fantasy life so it reminds you to eventually order.
See yourself looking the way you would like to ...
See yourself as you would like to be 3 days from now ...
See yourself at a peaceful location ...
See yourself standing ...
Send a message from your mind to your body that ...
Sense a thought, which can produce (mood, memory, physical action) so that you will ...
Sense your mind ...
Sentence by sentence you start to notice ...
Simultaneously we both may be thinking ...
Since you're still here I'm going to predict ...
Since you've made it to the end I'll assume you're ...
So ask your mind to communicate with your body and so take action ...
So just continue to let yourself explore this ...
So just remember there is no risk to you because ...
So let yourself become deeply involved with each word you read ...
So now you have two choices ...

So you will remember these and they will come back ...
Something interesting is going to happen ...
Some years ago you ...
Soon that problem will be out of sight because ...
Soon this worry will disappear because ...
Soon you will find yourself ...
Soon you will remember ...
Soon you will see ...
Soon you'll feel ...
Starting now a feeling of ...
Starting now even more you will visualize ...
Starting now identify a time in your ...
Starting now more and more you'll ...
Starting now you are very receptive to the following suggestions ...
Starting now you begin to get a feeling more and more as if you're ...
Starting now you can begin a new ...
Starting now you fully understand that ...
Still feeling () about this (adj) letter you are reading ...
Stop telling yourself that you can't ...
Take a few moments to make ...
Take your time and experience ...
Tell yourself when this page ends ...
Tell yourself that you'll no longer ...
Tell yourself that your mind ...
That's right, continue to relive that experience ...
The closer and closer you get to the end of this ad you ...
The effect of the following suggestions may ...
The fact that you decided to check out this ad ...
The fact you're still studying this ad means ...
The farther down you read you'll begin to feel ...
The first (word, thought, memory) I want you to think about is ...
The first word I would like you to think about is ...
The imagery that you see will ...
The more you read, the more you'll forget all about ...
The more you review this offer, the more you find yourself feeling ...
The more you allow your mind to () the more ...
The more you keep reading this ad the less you feel ...
The suggestion that follows will undoubtedly prove beneficial to ...
Then would it be alright with your subconscious mind to ...
There have been many situations and places where you've have felt ...
There were times in the past when you felt ...
These feelings you are having come from many sources like ...
These graphics may remind you of ...
These ideas will spring into your mind over and over
These images will become more and more clear ...

These suggestions will be effective only until ...
Think about every thing you've read ...
Think as if your problem was already solved ...
Think back to when you were ...
Think of a time soon in the future ...
Think to yourself ...
Thinking about this advice you decide ...
This experience of reading this letter will give you more ...
This image may make you feel ...
This is what you're going to remember ...
To relieve the restricted feeling of () you might want to order today.
Today I don't know how long you will wait to ...
Try any or all of the following ...
Try not to let your mind wander from ...
Turn your attention to the sensations of ...
Upon reading this, you can still let yourself daydream without having to be clearly aware
of anything ...
Use all of your senses to create that image ...
Visualize this scene as imagination or reality because ...
Visualize your problem as being a ...
Visualize yourself being ...
Watch those feelings drift further and further away ...
What do these emotions tell you ...
What do these pictures mean to you ...
What if you could ...
What you tell yourself determines whether you ...
Whenever you choose you can spend () minutes just thinking about ...
Whenever you feel a need to leave this page without changing your life, Stop! and
think about...
Whenever you feel a need to leave this page without trying out our product, Stop! and
think about ...
Whenever you feel the onset of ...
Whenever you have any thoughts of ...
Whenever you notice your mind being distracted somewhere else, just think about ...
When, for the moment, things cannot be changed ...
When you are ready to begin to resolve your problems, it maybe possible to let go of...
When you go to sleep at night, you will practice saying something like ...
When you see this clearly, go ahead and order ...
When you think about your problem with ...
Where would you rather be right now?
While reading this article you are ruling out all other thoughts and feelings except for...
While thinking about this you become more and more receptive to ...
While you are reading, keep in mind that ...
While you are there feeling () I will explain to you what will happen ...
While you're reading this report your concentration will be so intense you won't be

Interested in anything else.
While your mind is processing the thoughts of () you can ...
While you're off on your visualization I want you to also notice ...
While you're analyzing this ad you begin ...
While you're sitting down reading, begin to ...
Will you do what I say?
Wipe away all thoughts of ...
With each breath you absorb, you feel ...
With each breath you release, you imagine more and more about ...
With every passing minute you begin ...
With every passing word you feel ...
Word by word let yourself feel more () and at the same time less ...
Word by word you see ...
Would that be alright?
Would you like me to show you a way ...
Would you like me to supply some ...
Would you like to have a pleasant, surprising experience?
Wouldn't it be amazing if you could ...
Wouldn't it be great if you were free of ...
You are now going to be free of () if you will do what I say ...
You are so deeply focused on every syllable of this ad that you ...
You are starting to feel an episode of ...
You automatically find yourself ...
You begin now to see the world again as you did when you were a child ...
You begin now to see your life as ...
You begin to see everything again as if ...
You begin to see your life in a new way because you've forgotten ...
You can begin to explore ...
You can choose the images that ...
You can daydream as fully as you like with no need to pay attention to ...
You can enjoy whatever experience you are feeling right now ...
You can enjoy ...
You can have some understanding now of the past because..
You can hear it in your mind more and more ...
You cannot forget about () because ...
You can really let go of what you don't need in your ...
You can see more clearly what ...
Your conscious mind may doubt or question your subconscious mind but you will ...
You continue to drift down and down this page coming closer to ...
You don't even have to think about to what I'm saying.
You don't have to fully remember if you don't want to or you don't need to, but your subconscious ...
You don't know it yet but at the conclusion of this ad you will experience ...
You don't know it yet but in a little while you'll begin to visualize ...
You don't need to pay attention to any of these (words, examples, feelings, thoughts,

etc.) ...

You don't realize it yet but in the next 30 seconds you're going to imagine ...

You find you have ...

You're going to listen carefully to what I'm going to tell you ...

You have no idea that you will feel ...

You have the capacity to visualize yourself in the future living out your dreams with a sense of...

You have time now to think about such things as ...

You haven't had time to think about these conscious problems if you don't order today.

You know from past experience ...

You may also notice that as I continue to ...

You may also notice ...

You may also notice how easy it is to ...

You may experience this as ...

You may feel it necessary to ...

You may find it interesting to notice ...

You may find it particularly surprising ...

You may have a strange feeling of ...

You may have some memories that come freely into your mind like ...

You may have the unusual sensation of ...

You may recall the feeling of () from a past experience ...

You may wish to listen very carefully to the interesting things ...

You might feel more comfortable ...

You might think of () now ...

You might want to think about ...

You might want to make your scene look like a movie or picture ...

Your mind has thought about it for (time period) ...

You notice how every word persuades you more and more ...

You now become aware of ...

You probably didn't read everything but you paid attention to ...

You, through your own conscious and actions, can ...

You will allow yourself to accept these suggestions because ...

You will be able to go through the day more ...

You will be able to recall a great deal of information about ...

You will be able to release yourself from ...

You will be able to shift your thoughts ...

You will be less and less worried about ...

You will discover certain (thoughts, images, memories, ideas) spontaneously passing through your mind about this ...

You will experience just as I tell you ...

You will feel () that you have found ...

You will feel free of ...

You will find yourself going into a deep state of (imagination, fantasy, etc.) ...

You will find yourself constantly alert and thinking while reading ...

You will find yourself thinking about ...

You will find yourself thinking this over and over until you ...
You will look forward to absorbing each and every word into your subconscious ...
You will permit yourself to ...
You will respond to ideas and suggestion that are ...
You will retain a clear picture of ...
You will soon begin to notice these thoughts of ...
You will temporarily forget about (the competition) ...
You will think over and over ...
You won't mind being () while () will you?
You would like so much to say no to ...
You would like so much to say yes to ...
You yourself have probably often noticed ...
You'll be able more and more to ...
You'll become more and more aware of ...
You'll hear yourself saying things like ...
You'll let the (feelings, thoughts) of () go and enjoy ...
You'll say to yourself ...
You'll yell at yourself ...
You're becoming more in control of ...
Your feeling of () is fading away the more and more you study this ad ...
Your feeling of () is quickly changing to () the further down you read ...
Your inner mind knows exactly what it needs to ...
Your inner mind seem strongly committed to ...
Your mind is very curious to discover ...
Your mind perceives every word of this persuasive ad ...
Your mind will make the best use of these ...
Your subconscious mind will cause you to ...
Your subconscious mind will use this time to ...
Your subconscious mind has a memory for everything you do and this includes ...
Your subconscious mind has a complete record of ...
Your subconscious is very eager to uncover ...
Your subconscious mind will bring you all the facts and information you need in order to...
You're going to remember everything I tell you ...
You're not going to allow these negative thoughts and feelings to ...
You're probably wondering about ...
You're going to keep telling yourself ...

Covert Buying Questions

Are you ... ?
Are you going to ... ?
Are these the benefits you want?
Aren't you ... ?
Ask yourself ... ?
Can I show you ... ?
Can you guess ... ?
Can you guess what could happen if ... ?
Can you handle ... ?
Can you imagine ... ?
Can you ... ?
Can't you ... ?
Can't you see?
Can't you trust me?
Couldn't ... ?
Couldn't you ... ?
Did you ... ?
Did you feel ... ?
Did you like ... ?
Did you note that ... ?
Did you realize ... ?
Did you know ... ?
Didn't you ... ?
Do I have it right?
Do you ... ?
Do you believe ... ?
Do you find that ... ?
Do you find that useful?
Do you like ... ?
Do you need to hear that?
Do you want ... ?
Does ... interest you?
Does that sound ... ?
Does this ... ?
Does this make sense to you?
Doesn't ... ?
Doesn't it make you ... ?
Don't you ... ?
Don't you agree?
Don't you think that ... ? Has ... ?
Hasn't ... ?

Have you been ... ?
Haven't you ... ?
Haven't you ever imagined ... ?
Haven't you ever dreamed about ... ?
Haven't you ever daydreamed about ... ?
Have you ever ... ?
Have you ever seen ... ? How can I make it better?
How can I make this ... ?
How can you ... ?
How come ... ?
How could you ... ?
How did that feel?
How did you feel about ... ?
How do you ... ?
How do you feel about ... ?
How do you feel?
How do you know that ... ?
How do you know when ... ?
How do you know ... ?
How do you see this being resolved?
How does ... ?
How does ... fit in the picture? How does that ... ?
How does this affect you?
How do you ... ?
How good does it ... ?
How important is ... ?
How is ... ?
How might your ... ?
How much would it be worth to you?
How will having ... improve your life?
How will you know if ... ?
How would you deal with ... ?
How would your situation change? How would ... do it?
If I can ... will you ... ?
If I can help you ... that is fair isn't it?
If I could show you ... would interest you? If ... ?
In what ways was ... ?
Is it possible that ... ?
Is the lack of ... your biggest problem right now?
Is this how you want your life to be?
Isn't ... ?
Isn't it going to be ... ?
Now you can answer this question ... ? Right?
Shouldn't ..?
Shouldn't you ... ?

That's reasonable isn't it?
The question to ask yourself is ... ? Wasn't ...
Weren't you ...?
Was it pleasant?
What bothers you most about this?
What changes do you want to make?
What could be more important than ... ?
What could this mean?
What counts the most?
What do you believe now?
What do you get when ... ?
What do you ... ?
What would be the first step?
What would happen if you did this?
What would happen if you didn't do this?
What would happen if ... ?
What would have to happen for that to occur?
What would it be like if ...
What would motivate you to change?
What would you do if ... ?
What would you like to see happen?
What wouldn't happen if ... ?
What wouldn't happen if you did this?
What's it feel like?
What's it look like?
Where would you rather be right now?
Which of the ... ?
Which way ... ?
When will you ...?
Who else is affected?
Why delay putting off this vital decision?
Why have you ... ?
Why is ... ? Won't it be ... ? Won't you ... ?
Would you buy it?
Would that be alright?
Would you be ... ?
Would you consider ... ?
Would you like ... ?
Would you like to ... ?
Would you say ... ?
Would that motivate you to ... ?
Wouldn't ... ?
Wouldn't you ... ? Wrong?
You like to ..., don't you?
What do you like about ... ?

What do you like least about it?
What do you like most about it?
What do you need in order to ... ?
What do you think about ... ?
What do you ... ?
What else would it be good for?
What exactly did you ... ?
What has been your experience?
What if ... ?
What is important now?
What is the most ... ?
What is your main objective of reading this ad?
What made it worth it for you?
What makes you ... ?
What matters most to you?
What outcome do you want?
What stops you from ... ?
What will you gain if you buy our product?
What will you lose if you don't buy our product?
What would ... (think, say, feel, do, etc.)?

The Milton Model

I remember a friend telling me about a hypnosis training he had attended.

The trainer was talking about his work with Milton Erickson, who is considered by many to be the grandfather of hypnosis. He had the ability to look into your eyes and communicate with a deep part of you, almost as though he was speaking directly with your soul.

“There is a part of you that has been taking care of you, for many years. It is the part of you that keeps your heart beating, that digests your food, that blinks your eyes, and it knows much more about you than I ever will. And *your unconscious* knows exactly, *now* that I am speaking to it and *it can respond in the most appropriate way for you.*”

And with that comment he closed his eyes and felt the most incredible deep sense of being *understood and acknowledged* at a very deep level, and as that feeling welled up and a tear formed in his eye, he realized that this experience would *make changes that ripple out into the future.*

“Because I want that part of you to know, that I know, just how hard it has worked for you, and I want to thank that part of you directly, because I know that for you to change, *your unconscious is going to help you out quite a bit.*”

And after that, my friend said that an hour had passed by the time he had opened his eyes again, and although he didn't remember much of what was said, he had the distinct feeling that allowed him to know, for the first time in a long time, *that things will be changing for the better.*

He said to me, “The feeling is like hope, yet it goes beyond that. It is a kind of deep, inner knowing, and even if you don't understand it fully at the time, that *other-than-conscious part* of you *knows* how and when it is being communicated with and *can powerfully assist you.* Now I don't know about you, but that *sounds pretty good to me,* doesn't it?”

I could tell that my friend had indeed learnt a lot and made some real progress at that training, and was glad to have recommended it.

This is the Milton Model' which uses artfully vague language patterns.

The language employed allows the listener to insert his/her own meaning as it relates to the situation they're facing, in order to give the communication concrete meanin

Often a person will do a Trans-Derivational Search (TDS) so they can give a meaning to

this artfully vague language. TDS is a specialized trance state that the mind enters in order to search through its memories for a certain experience or set of experiences or to resolve an unusual situation.

The ease with which TDS is initiated and deepened in order to affect a person's internal representations, makes the Milton model a very sophisticated method for changework, influence or persuasion.

The following model can be used equally for "waking" (uptime) and "sleeping" (downtime) hypnotic trances:

Cause - Effect "because..."; "makes..."; "if.. then" "as... then" The implication or direct statement that one thing caused another: "because you are listening carefully, you can enjoy ever deepening comfort and relaxation"

Complex Equivalence "that means..." Two things, or their meaning, are equated as being synonymous: "you're relaxing now, that means that you are going deeper and deeper into trance"

Mind Reading "I know that you're..." Claiming to know what a person is thinking, feeling or experiencing without any external evidence: "I know that you're learning things now"

Lost Performative "it's a good thing..." Value judgments which delete the person whose judgment is being given: "and it's a good thing you're learning things now"

Modal Operators of Necessity/Possibility "can..."; "will..."; "may..."; "must..."; "have to..."; "should..." Words that imply what is necessary/possible: "and you can allow that to happen"

Universal Quantifiers (Generalizations) "all..."; "always..."; "never..." "every..."; "none..." An absolute generalization: "you have all the knowledge you need"

Nominalizations - "combinations"; "learnings..."; "understandings..." A process (i.e. a verb) that has been turned into an event or a thing (i.e. a noun). This covers any noun that does not name a physical object: "all the /earnings and understandings you have about your ability to comfortably go deeper"

Unspecified Verbs - A process that has been incompletely described: "you can learn"

Lack of Referential Index - "one can..." A phrase that has deleted the subject of a verb: "one can learn"

Comparative Deletions - "more ...", "less..."; "better.." A phrase offering a comparison but omitting the object being compared: "learn even more"

Tag Questions - "...can't you"; "...haven't you"; "... isn't it" A question added to the

end of a phrase: "and you've learned many things in the past, haven't you?"

Pacing Current Experience - The process feeding back to the listener truisms about his/her on-going sensory experience: "as you sit there, listening to the sound of my voice..."

Conversational Postulate - A question that grammatically demands a "yes/no" response but is requesting an action: "Could you look up for a minute?"

Double Binds A statement or question offering an illusion of choice: "Do you want to go into a deep trance now, or would you prefer to go into the right level of trance in your own time?"

Extended Quotes (Stacking Realities) - Chaining a sequence of "contexts" tends to overload the conscious mind so the statement can reach the unconscious. It also distances the speaker from the quote: "My sister's friend told her that her brother had been to see a show in which the presenter mentioned that Richard Branson had told him..."

Presuppositions - The linguistic equivalent of making assumptions "You are discovering many new things"

Ambiguities • Phonological - homonyms create mild confusion and hence trance: "here (hear) now, what's going on?"

"duck" can be used as a verb or a noun "sail/sale, bite/bight" etc.

"The peasants are revolting"

- • Punctuations! - a run on sentence: "use your head... right into trance novel! Where the last word of one sentence is the same as the first word of the next.
- • Syntactic - the syntax is not immediately clear: "Hypnotizing hypnotists can be tricky"

"They are walking dogs"

• Scope - the scope of the context is unclear: "Speaking to you as someone fascinated by hypnosis..." "I want you to draw a picture of yourself in the nude" "Speaking to you as a child"

What follows is a collection of language patterns used by Dr. Milton Erickson. With each of these examples a person can make suggestions without giving a commanding order.

For example if the command were to "Consider why you want to do this." If said as a direct command it would create a great deal of resistance, but you could say "I'm not entirely sure how well you can consider why you want to do this." Thus working the command into a sentence which does not offer the listener a chance to reject it.

- - A friend once NEVER told me to...
- - After you come to...
- - After you've...
- - And the more you (X) the more you (Y)
- - As you...
- - ...by just noticing.
- - ...in a way that meets your needs.
- - A whole new way of thinking just opened up...
- - All that really matters...
- - All that's really important...
- - Allowing yourself to just naturally..
- - Almost as if/as though/like...
- - And (Name), you know better that anyone that....
- - And as that occurs, you really can't help but notice...
- - And creating change like this...
- - And do you notice the beginning of...?
- - And I think you're going to enjoy being surprised that...
- - And I want you to notice something that's happening to you.
- - And I wonder if you'll be curious, as you notice...
- - And I wonder if you'll be curious about the fact that you...
- - And I'd like to have you discover...
- - And if you wish...
- - And it appears that already...
- - And it's very rewarding to know that...
- - And like magic...
- - And maybe you'll enjoy noticing...
- - And so it has been done...
- - And sooner or later, I don't know just when....
- - And that growing realization...
- - And that's just fine/all right/okay...
- - And the awareness that you've gained today...
- - And the genuine desire to really CHANGE once and for all...
- - And the ways in which you'll surprisingly be using these learnings...
- - And then, now you'll discover...
- - And while you continue...
- - And while you wonder that, I want you to discover that...
- - And would you be willing to experience... ?
- - And you begin to wonder when...
- - And you can be pleased...
- - And you can really use it...
- - And you can wonder what...
- - And you can wonder...

- - And you will be surprised at....
- - And your unconscious mind can enable you to...
- - And, in an interesting way, you'll discover...
- - Another part of you can take care of you comfort...
- - As that suggestion finds its mark...
- - At first..., but later...
- - At times like this, some people enjoy...
- - Before you (name outcome) you can always simply (another or related outcome)...
- - Can you notice...?
- - Continue by letting your unconscious...
- - During this relaxing yet profound process...
- - Enable a particular resource to surface...
- - Even though you THINK it would've been hard...
- - Find that these changes positively in your future...
- - Give yourself the opportunity to see if....
- - Have you begun to notice that yet?
- - I don't' know if you're aware of these changes, and it doesn't really matter.
- - I want to remind you of something that you probably already know, which is...
- - I want you to enjoy this experience.
- - I wonder if you'd like to enjoy...
- - I wonder if you'll be interested, in learning how, to...
- - I wonder if you'll be pleased to notice...
- - I wonder if you'll be reminded...
- - I wonder if you'll be surprised to discover that...
- - I wonder if you'll decide to. ..or...
- - I wonder if you'll enjoy ho naturally, how easily...
- - I wonder if you've ever noticed...
- - I would like you to appreciate the fact that...
- - I would like you to discover something...
- - I'd like you to begin allowing...
- - I'd like you to let yourself become more and more aware of....
- - In all probability....
- - If you could...
- - It is easy isn't it...
- - It may be that you'll enjoy...
- - It may be that you're already aware of...
- - It's so nice to know...
- - It's going to be a pleasure to ...
- - It's so easy, wasn't it?
- - It's very positive and comforting to know....
- - Just using the natural processes of your mind...
- - Keep changing in your life just like this...
- - Kind of like...
- - Maybe it will surprise you to notice that...

- - Now I'd like you to have a new experience.
- - Now of course I don't know for sure what you're experiencing, but perhaps
- - you're...
- - Obviously, naturally, convincingly, now...
- - One of the first things you can become aware of is...
- - One of the things I'd like you to discover is...
- - Perhaps beginning to notice...
- - Perhaps even taking a special kind of enjoyment (in your ability to)...
- - Perhaps noticing...
- - Perhaps sooner than you expect...
- - Perhaps you wouldn't mind noticing...
- - Remember to forget to remember...
- - So just let it happen...
- - So now's the time...
- - So that it's almost as if...
- - That ongoing commitment to change...
- - The learnings that are taking place...
- - The really important thing is just to be fully aware of...
- - The stuff reality is made of...
- - This makes sense like anything else in your life that you have totally accepted...
- - Very likely...
- - What's important, is the ability of your mind to...
- - When would NOW be a good time...
- - While another part of you really works to create this CHANGE NOW...
- - While you go to the proper level...
- - While YOUR UNCONSCIOUS continues to CREATE EVEN MORE POSITIVE
- - CHANGE like this.
- - With you permission...
- - Wondering whether you unconscious will carry out this change or your conscious
- - mind will...
- - You already know how to...
- - You don't need to be concerned if...
- - You'll be fascinated and feel a strong compulsion to...
- - You might be fascinated and feel a strong compulsion to...or to...

Extra Language Patterns Blueprint

Truisms about Sensations - "Most people experience one hand to be warmer than the other." "Most people enjoy the warmth of a summer's day." "Many people feel good, as they recognize certain facts about themselves."

Truisms utilizing Time - "Sooner or later, your eyes will close." "As soon as you're ready you can go into trance now...."

Not Knowing, Not Doing - "And there's no need to talk or move or make any effort." "You don't even have to think about that now."

Open-ended Suggestions - "We all have potential we are unaware of, and we usually don't know how it will be expressed." "He doesn't know what he is learning, but he is learning. And it isn't right for me to tell him, 'You learn this or you learn that!' let him learn whatever he wishes, in what ever order he wishes."

Covering all Possibilities of Responses - "Soon you will find yourself really understanding this. Perhaps that will happen quickly, or perhaps it will take longer and perhaps you will not think you understand anything at all. Let that be your sign that you're learning at the deepest unconscious level!"

Questions to Facilitate New Response Possibilities (TDS) - Focus Attention "How do you know when you are truly motivated?" Facilitating Internal Change "And what will be the effective means of improving now? Will it be because you simply remember to do all those little things you need to first because they make the big tasks really easy?"

Compound Suggestions - Yes Set "The sun is shining, its warm, it is such a beautiful day, let's go swimming." Associations "With each breath you take you can become more aware of the natural rhythms of your body and feelings of comfort that develop." Opposites "As the door closes feel yourself going even deeper into trance now."

Negative - Tag Questions - "And you can, can you not?"; "You can't stop it, can you?" "Why not let that happen?"

Negative - Until - "You don't have to sign the contract until you are ready." "You won't do it until you've seen how easy it is."

Shock, Surprise - "Your sex life... (Pause) just what you need to know and understand about it... (Pause) Secretly what you want... (Pause) is more important to you."

Implication and Implied Directive - If you sit down then you will learn this more easily." "If... then" statements

Binds and Double Binds - Approach - Avoidance "Would you like to sign the contract now or later?" Conscious - unconscious "Your unconscious is the storehouse of all your memories, skills and resources, so your unconscious mind knows more than your conscious mind does, and if your unconscious mind knows more than your conscious mind does, then you really know more than you think you do."

Multi-Level Communication (What is a Meta for?) - As the Unconscious mind responds strongly to symbolism, very often an anecdote or seemingly unrelated story can be used to get the point across. A Metaphor can be used directly and indirectly and is a specialized form of language pattern all of its own. Briefly an easy metaphor can be constructed using an isomorphic structure: that is elements in the metaphor represent and mirror events being experienced by the person in the real world. An example of a metaphor for getting the best out of people can be taken from Dr. Milton Erickson's work: "One day an unknown horse strayed into the yard of the farm where I lived as a child. No one knew where the horse came from, as it had no markings by which it could be identified. There was no question of keeping the horse - it must belong to someone.

"My father decided to lead it home. He mounted the horse and led it to the road and simply trusted the instinct of the horse to lead itself towards its home. He only intervened when the horse left the road to eat grass or to walk into a field. On these occasions my father would firmly guide it back to the road. In this way the horse was soon returned to its owner. The owner was very surprised to see his horse once more and asked my father, 'how did you know the horse came from here and belonged to us?' My father replied, 'I didn't know, the horse knew! All I did was to keep him on the road.'"

226 Magic Transitions To Keep Your Reader/Listener Hooked!

1. A few examples of what you'll discover...
2. Add this to...
3. After all...
4. Also,...
5. Although,...
6. Am I right about you so far?
7. And guess what?
8. And like I said:
9. And look at this:
10. And now you can...
11. And now,...
12. And that's just a small 'taste' of what's in store for you.
13. And that's just the beginning...
14. And that's just the start!
15. And that's not all...
16. And the result?
17. And this is just the tip of the iceberg.
18. And what if I could take...
19. And while we're at it,...
20. And yet,...
21. And, oh yes, let's not forget...
22. And,....
23. Anyhow,...
24. Anyway,...
25. Are we crazy?
26. As a result,...
27. As I said,....
28. As I say,...
29. As well as...
30. As you probably remember,...
31. As you read on, I'll tell you more about how...
32. At that moment,....
33. Back to the purpose of this letter.
34. Believe me,...
35. Best of all,....
36. Better yet.

37. But before we go into that,...
38. But better still...
39. But better yet...
40. But don't get me wrong...
41. But don't take my word for it...
42. But even if you were to...
43. But first a warning:
44. But first a word of introduction...
45. But first, let me give you...
46. But here's the most important part!
47. But I have an even better idea.
48. But I'm getting way ahead of myself.
49. But I'm jumping ahead. Let me tell you how this all came about:
50. But just keep reading.
51. But let me go back to the beginning to continue the story...
52. But let's suppose...
53. But there is an irony in all of this.
54. But there's a rub - and it's really ironic.
55. But, here's a problem...
56. But, that's only half the story...
57. But, there's one more thing:
58. But,...
59. By now, you probably have some unanswered questions...
60. By now, you're probably wondering...
61. By the way,...
62. Consider this fact:
63. Could that be true?
64. Despite what you may have heard...
65. Do you qualify?
66. Don't worry...
67. Fact is,...
68. Finally,....
69. First off,...
70. First,....
71. For all these reasons,...
72. For example:
73. For instance:
74. For starters,...
75. Frankly,...
76. Has this ever happened to you?
77. Heck,...
78. Here are the answers:
79. Here are the details.

80. Here is just a sample of...
81. Here's a clue:
82. Here's how easy it is...
83. Here's more...
84. Here's proof:
85. Here's the deal:
86. Here's the scary part:
87. Here's the secret...
88. Here's what else...
89. Here's what this is all about:
90. Here's your chance to...
91. How did I do it? 92. How long does it take to ?
93. How?
94. However,....
95. I could go on and on...
96. I suppose you could...
97. I'd like to tell you more about...
98. I'll bet you can guess what happened next.
99. I'll tell you how.
100. I'm sorry, but...
101. I'm telling you,...
102. Impossible?
103. In a minute, I'll tell you how you can...
104. In a nutshell...
105. In addition to that,....
106. In addition,...
107. In any case,...
108. In any event,...
109. In essence,...
110. In fact,...
111. In short,...
112. In sum,...
113. In the pages that follow, I'll show you...
114. Indeed,...
115. Is this car really worth \$100,000? You be the judge
116. It's simple:
117. Just think about it:
118. Keep reading for the answer.
119. Let me explain what I mean.
120. Let me explain.
121. Let me prove to you - risk free!
122. Let me repeat,...

123. Let me share a secret with you.
124. Let's assume, you...
125. Let's face it,...
126. Let's take a closer look:
127. Let's take a look:
128. Likewise,...
129. Listen, there's more. Lots more.
130. Listen,...
131. Look at my next tip.
132. Look no further.
133. Look,...
134. Make no mistake:
135. More about that later. For now,...
136. More details in a moment. But first...
137. More important than that...
138. More on that in a moment - but first, let me show you...
139. Moreover,...
140. Most important of all,...
141. My point is:
142. My problem is your opportunity.
143. My strong hunch is...
144. Needless to say,...
145. Now consider what happens....
146. Now get this:
147. Now wait.
148. Now, listen to this very carefully:
149. Now, before I go on,...
150. Now, here's the next step:
151. Of course,...
152. Okay,...
153. On the other hand,...
154. One important caveat:
155. One more important point:
156. Or, if you prefer...
157. Please understand,...
158. Plus,...
159. Read on to discover the answer.
160. Remember,...
161. Second,...
162. See for yourself...
163. So it adds up to this:
164. So let me ask you...
165. So let me summarize and review...

166. So let's begin.
167. So that's why...
168. So what do you think?
169. So what does all this mean?
170. So why am I writing to you?
171. Some specifics:
172. Sound at all familiar? Take a look...
173. Stated a little differently - ...
174. Still another benefit:
175. Suppose...
176. Surprisingly enough,...
177. Take a look:
178. That means...
179. That's right,...
180. That's why...
181. The bottom line is...
182. The final facts:
183. The key to...
184. The only real question to ask yourself is this...
185. The secret to...
186. The solution...
187. The trick is...
188. The truth is,...
189. Then he dropped the bombshell.
190. Then it hit me...
191. There's just one more thing.
192. Think about this:
193. This example is going to surprise you.
194. This is not just my opinion.
195. Thus...
196. To cut short my long story,...
197. To make matters worse,...
198. Trouble is,...
199. Truthfully,...
200. Up until now,...
201. Vitally important last and final point:
202. Wait, there's more...
203. Want Proof?
204. What about you?
205. What I'm talking about is...
206. What it means is this:
207. What this all boils down to is..
208. What this means is...

209. What's all this worth to you?
210. What's more,...
211. What's the catch?
212. Which is why I'm writing to you...
213. Who wouldn't jump at this?
214. Why am I doing this?
215. Why do I say this?
216. Why I am writing to you.
217. Will it work for you? Maybe, and maybe not.
218. With that in mind, here's...
219. With that said,...
220. Worst of all...
221. Yes, it's true!
222. Yes,...
223. You know,...
224. You see,...
225. You start by...
226. You'll be glad to know that

Putting It All Together

Included are 2 sales letter exhibits.

Exhibit #1 showcases a rather “basic” but highly effective use of Covert Buying Language and Exhibit #2 showcases a more “advanced” application of Covert Buying Language.

Exhibit #1: Stripped Down Guitar

How to play any song you love on the guitar -- in one weekend flat!



Find out how to amaze your friends, your loved ones, and most of all, **YOURSELF** by singing and playing **SONGS YOU LOVE** in as little as one weekend--even if you've never touched a guitar before, are "tone deaf", and suffer from major stage fright!

Hello, Friend!

You... a guitar player and singer? Yes! If you have always wanted to **express yourself musically on the guitar**, to play **your favorite songs** for others, or simply to capture a bit of the **mystery and magic of being a musician** for yourself...

AND if you want to do it without paying for expensive music lessons, devoting all your free time to wading through tiresome, complicated drills, or memorizing the entire lexicon of music theory, then pay close attention to what I am about to say:

STRIPPED-DOWN GUITAR was made for you.

What do I mean by "stripped-down"?

The "stripped-down" style simply refers to my bare basics, guerilla-style method of learning and playing guitar. You'll **learn to play very quickly** by almost **immediately playing your favorite songs**, which will keep you inspired and interested. And because you don't learn a lot of unnecessary information, you'll be free to **develop your own style on your own terms**.

Wait. Aren't there a ton of guitar lessons and guides available on the Internet for free? Absolutely. You can spend days, and even weeks combing through it all. If you stay with it, you will eventually figure out which sites are worthwhile and which aren't. Then, if you stick it out, you'll eventually find out which information will actually help you learn to play. And if you can stay interested long enough, you'll eventually even get to play some of your favorite songs. How fun is that?

Here are just two examples of what I mean: There is a site on the Internet where it's suggested that you learn to play all the notes in a blues scale as part of the beginner lesson. Interesting, and possibly valuable for future study, but how will that help you **play your favorite Liz Phair song THIS WEEKEND?** It won't.

As another example, there are many guitar websites where you're led down the path of learning to read music as part of a beginner lesson. Again, possibly valuable in the future, but do you need to know how to read music to be able to **kick out "House of the Rising Sun" THIS WEEKEND?** Absolutely not.

In **STRIPPED-DOWN GUITAR: Go From Zero to Playing Your Favorite Songs in One Weekend Flat**, I've identified and distilled exactly what you need to **get playing immediately**, and included tons of **secrets, tips, and tricks (and, some priceless personal confessions!)** that will make learning to play the guitar **VERY QUICK, very fun and very easy**. So, if that's what you're after, then **STRIPPED-DOWN GUITAR** is the course for you.

If you could learn to play the guitar in a single weekend and have a blast doing it... would you?

Imagine this scenario: You spend this weekend putting **STRIPPED-DOWN GUITAR: Go From Zero to Playing Your Favorite Songs in One Weekend Flat** to use. You have a blast following the steps, and can play one of your favorite songs **by Sunday night**.

The following week, you casually pick up a guitar at home or at a party and **everyone stops to listen**. People notice you and remember you the next time they see you because you've entertained them, and because they all wish they could play too. **You have become the guitar player** among your friends and family.

And for the rest of your life, whenever there is a guitar around and someone you barely know says, "do you play?" you can coyly say, "a little."

Discover the secrets to playing and singing songs YOU CHOOSE from your personal list of the GREATEST SONGS OF ALL TIME by this Sunday night!

Why should **YOU** learn to play guitar *right now*?

- □ Learning to play guitar has been on your "life's to-do list" far too long -- **it's time for ACTION.**
- □ **ONE** zero-risk **weekend** is all the time you need to reach your goal!
- □ You crave **Self Expression** and **Creative Freedom.**
- □ Everyone is just a little **sexier** when holding a guitar. **You know this is TRUE.**
- □ *You want an excuse to show off--and you deserve it!*

"Brilliant! STRIPPED-DOWN GUITAR is the cure for the guitar procrastinator!"

Amy's great blend of **practical information and personal experience** makes you realize that you're not the first person to wonder how you'll ever coordinate two hands on two different tasks. Her style and **sense of humor** are a constant reminder why you're doing this - you're out to **enjoy yourself!**

And with this book, if you've ever had any desire to play the guitar, that's exactly what you'll do!!! **I suggest you get this now!"**

Matt Overton
London, UK

I can teach you how to **play and sing songs you LOVE in just ONE WEEKEND**--even if you never remotely thought of yourself as a musician, have been labeled "tone deaf" or have nightmares about performing in front of people!

Now that's certainly a tall statement, but let me show you how it's **very possible**, in fact, **EASY** to learn to play **GREAT songs** on the guitar fast, fast, fast ...

STRIPPED-DOWN GUITAR takes you by the hand, straight through the process of learning your FAVORITE songs...

Have you tried to learn guitar in the past without success, ending up overwhelmed, frustrated or intimidated? That's exactly why I wrote this book for you! **STRIPPED-DOWN GUITAR** can help you turn a bad experience into the **experience of a lifetime.**

STRIPPED-DOWN GUITAR delivers the **KEYS to guitar SUCCESS**, and more, protects you from distracting details you DON'T NEED. I cut through all the complexity and focus on **getting you PLAYING--right now!**

I promise, after just **one weekend with STRIPPED-DOWN GUITAR**, you will be inspired and thrilled with how satisfying the guitar can be! And once you've gotten a

taste of **IMPRESSING your friends and family** by performing your favorite songs, you will be **completely STOKED!** Playing guitar **STRIPPED-DOWN style** is **CLEAR, CONCISE**, and geared to give you **QUICK RESULTS** that will keep you engaged and excited about your developing skills.

In **STRIPPED-DOWN GUITAR**, I reveal secrets like:

- my one-weekend, **step-by-step "stripped-down" method** to start playing the guitar
- the **two guitar accessories** a beginner cannot do without
- the best place to find the **chords to your favorite songs** on the Internet
- the most important **secret to choosing your first song** to learn
- finger by finger instructions for **making the most common guitar chords**
- the indispensable secret for actually **getting your fingers to learn faster**
- the **number one thing you need to know about guitar tab sites** that I had to learn the VERY hard way
- the most important technique for **freeing up space in your brain** to learn more quickly
- the little-known fact that can make **a decent singer out of anyone** and the one secret that can have **you singing any song better... instantly!**
- the four indispensable **techniques for overcoming stage fright**
- how to deal with an unsympathetic audience member

... so you can capture the magic of being a musician, even if you never dreamed you could!

I love **STRIPPED-DOWN GUITAR** because it helps people in so many ways. Most people don't realize what a **MUST** it is to have a **creative outlet** in their lives, and how much **delight** they can get from their musical efforts.

If you want to learn how to **play guitar quickly and easily**, no matter what your musical background or ability may be, **give STRIPPED-DOWN GUITAR a try**. It might be the best thing you've **EVER** done for yourself. In fact, I've seen it literally change people's lives!

"I wish I'd had STRIPPED-DOWN GUITAR when I was starting out!

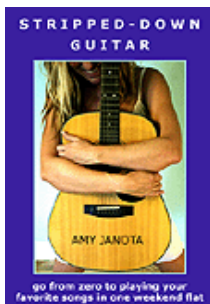
Amy gives you the **inspiration and instruction you need** to stick with the most challenging stage of learning to play: the very beginning.

She also gives you the resources to take yourself to the next level. Amy gets you inspired, **removes the mystery, and leads you step-by-step**. It's well worth the one-weekend investment!"

William Fairchild
Columbia, SC

Here are some more of the awesome secrets, tips & techniques found in **STRIPPED-DOWN GUITAR:**

- how to get a guitar for **FREE!**
- how to decide whether you should learn on an **acoustic or electric guitar**
- what could **derail you** if you choose to buy a used guitar
- the **guitar vocabulary** that'll get you instantly sounding like you know what you're talking about
- the absolute **best way to tune your guitar** that you can learn in **5 minutes**
- the simple secret to remembering the **standard tuning notes**
- the secret to turning chord files you find on the Internet into a **song you can play**
- the key to understanding **how guitar notes and chords are notated**
- a list of links to **my favorite easy-to-play songs**
- an explanation of **how to read a chord chart**
- why you **don't need to learn strumming patterns**
- a debunking of **the myth of tone-deafness**
- the five secret techniques **anyone can do to become a great singer** (my favorite is #5!)
- the first thing you **have to know before you perform** for friends or family
- the **very best path** to take for further study
- the chord chart **every beginner must have**



STRIPPED-DOWN GUITAR:

Go From Zero to Playing Your Favorite Songs in One Weekend Flat

by Amy Janota

Here's the bottom line on STRIPPED-DOWN GUITAR:

STRIPPED-DOWN GUITAR: Go From Zero to Playing Your Favorite Songs in One Weekend Flat will guide you step-by-step to:

- Choose the perfect instrument, even if you have **no FUNDS and very LITTLE TIME**
- Identify not just any song, but **the perfect song** to get you started right

- now
- **Get Playing** quickly and more effortlessly than you ever dared to dream possible
- **Overcome shyness, stage fright or scars from past criticisms** so that you can express yourself musically, the way you've always dreamed you could
- **Learn to perform with confidence**, so you can surprise your favorite people with your musical abilities
- **... and much MORE!**

Warning: Do NOT buy any book, ebook or course on how to play guitar unless it meets the following criteria:

One: Explains exactly how to **get started** and reach your goal **in as little as one weekend!**

Two: Gives you keen insights not only on how to play the instrument, but the secrets to choosing material that **ensures your success!**

Three: Shows you **step-by-step** how to pick, practice, and play your song, even if you have **NO MUSICAL BACKGROUND.**

Four: Demonstrates how to **bust through the roadblocks** that may have kept you from your dream of playing guitar in the past.

Five: Is written by someone who doesn't just talk useless theory that will leave you overwhelmed ... but gives you the absolute straight story on how **to get you playing NOW.**

ANOTHER WARNING:
This information could change your life.

I believe so strongly in **STRIPPED-DOWN GUITAR** because I've lived it. I have seen myself, my friends and loved ones, even perfect strangers, benefit so much from learning to play. **For some, getting out there, learning to play great songs, and finding a wonderful, creative outlet is a life-changing event.**

You deserve to treat yourself to this special offer. This is a **once-in-a-lifetime chance** to have something you've always wanted, and to do it in the fastest, most fun, musical way possible. The method of learning that's outlined in **STRIPPED-DOWN GUITAR** is **simple, brilliant, and so much fun.** Anyone can do it, but not everyone will be **brave enough** to find out how easy it is to take those first steps. I challenge you to do this right now: download **STRIPPED-DOWN GUITAR** immediately and **give me one weekend** of your life.

Your satisfaction is assured through our no risk, you-can't-lose, 100%, no-questions-asked, iron-clad money-back guarantee.

If for any reason, you aren't thrilled and satisfied with your purchase, just contact me directly within 30 days and I'll refund 100% of your purchase

price.

What I'm saying is don't decide now if **STRIPPED-DOWN GUITAR** is right for you.

Try it out for one full month - risk free.

If it doesn't help you **overcome any stumbling blocks** to learning to play great songs on the guitar, if it doesn't **guide you step by step** through picking a song, learning it, and honing it for performance, if it doesn't **take you by the hand** and teach you exactly how to get your fingers working and how to get your voice out there -- even if you've been labeled "tone deaf" or never thought you could play -- if it doesn't make progress on guitar **easier than you ever dreamed possible**, and if it doesn't **inspire** you to keep on learning and playing, then I don't want your money... and I'll gladly give it all back.

You have nothing to lose!

So, how much is this tremendous experience going to cost you? Well, the regular price for **STRIPPED-DOWN GUITAR** is \$49.99. However, for a limited time, we are running an introductory offer and **you can have it at a discount** for only \$24.95. **That's 50% off - but you must act now!**

Plus, because you *download* the course, you can have this information immediately, and get started learning to play the guitar **today!** And...

It doesn't matter if it's 2 in the morning!

"This is the absolute best way to learn to play guitar!

STRIPPED-DOWN GUITAR makes it so **easy to learn** by focusing you on the **exact information you need exactly when you need it** -- not distracting and confusing you with every detail.

I've picked up and dropped many projects in my life, but I'm proud to say **I learned to play the guitar!**"

Amber Martin
Austin, TX

**You can't lose with our 100%,
ironclad, Money-Back Guarantee**

Here's how to order right now!

[Click here for an INSTANT download](#)

"STRIPPED-DOWN GUITAR: Go From Zero to Playing Your Favorite Songs in One Weekend Flat" ebook in cross-platform PDF format.

Once your credit card is approved, you will be taken to a special download page where you will **download the ebook** instantly!

INSTANT ACCESS

Purchase Online with Credit Card by Secure Server

[Click Here NOW to download your copy!](#)

It doesn't matter if it's 2:00 a.m. in the morning!

You will be downloading and reading the ebook within just a few minutes... and using it to **learn to play guitar in as little as one weekend!**

To your success,

Amy Janota

P.S. -- This gem *will* be sold for \$49.99. The introductory price of \$24.95 will end ... so act fast!

P.P.S. -- Be honest with yourself: If you pass on this offer, will you be playing guitar three days from now? Probably not! Will you still be wishing and wishing you could play guitar? I bet you will!

You'll still wish and want it, but you won't have the big push that **STRIPPED-DOWN GUITAR** can give you. Face it. Most of what you need is instruction and encouragement. **Get this book NOW and be playing your favorite songs for your favorite people by next week!** Wouldn't you like to be making music and casually dropping the titles of all the great songs you are working on to your friends?

Act now! Buy now! Your satisfaction is guaranteed.

Exhibit #2: The Sexual Key

*Fascinate Women...

*Get Them Horny...

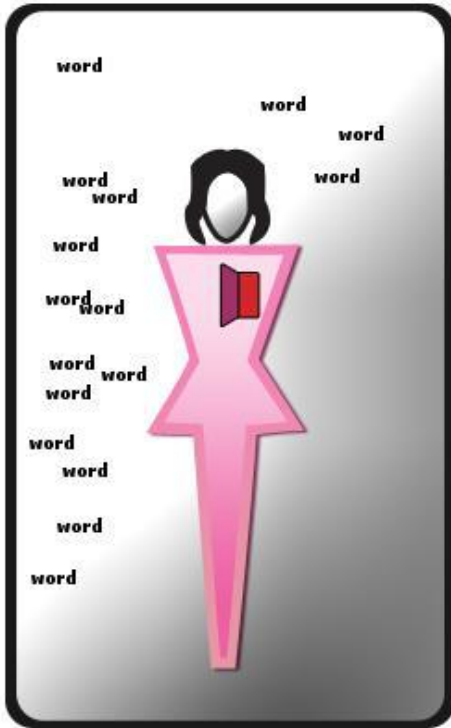
*Easily Predict and Drive Their Emotions...

...With the Secret Scientific Key to the Female Mind

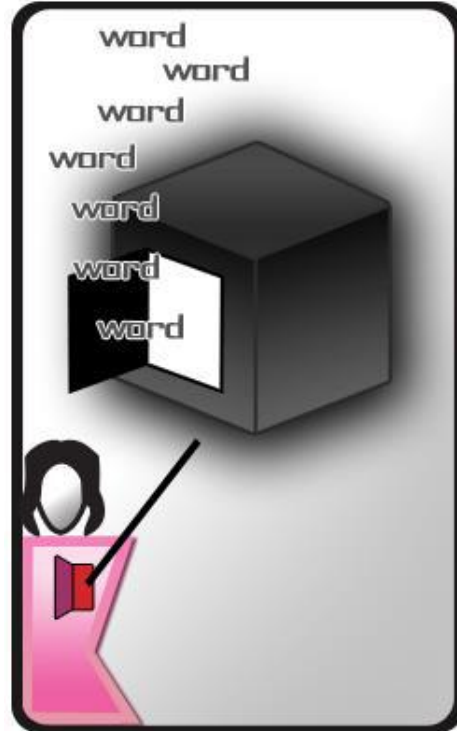
**Ready to Attract a Woman
Easily? *Enter*
Her Emotional Backdoor--
EXPLOIT the *Secret Blueprint*
to the Female Mind!**

**Make Her Melt in Minutes, No Matter What
You Look Like or How Much You Earn!**

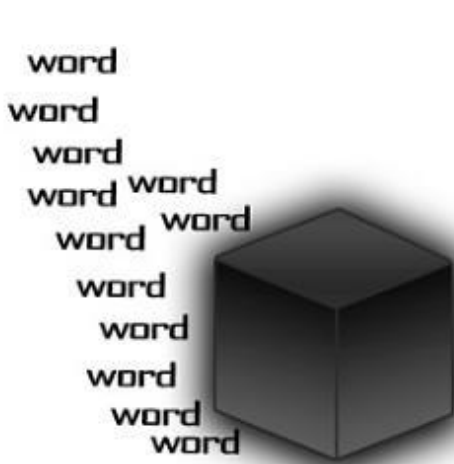
**Here's How *The Sexual Key*
Is Dramatically Different
From Other Pick-Up Systems:
Here's How *The Sexual Key*
Is Dramatically Different
From Other Pick-Up Systems:**



Some seduction systems just give you scripts to **memorize** and **blindly recite**.



Only The Sexual Key™ teaches you the **principles** that make the best scripts work!



When you don't understand **how** and **why** **seductive language really works**, it's frustrating... **because you just know there's more to know**.



The Sexual Key™ shows you how to **fit anything into the structure** of a woman's emotions... so you arouse her with astonishing ease.

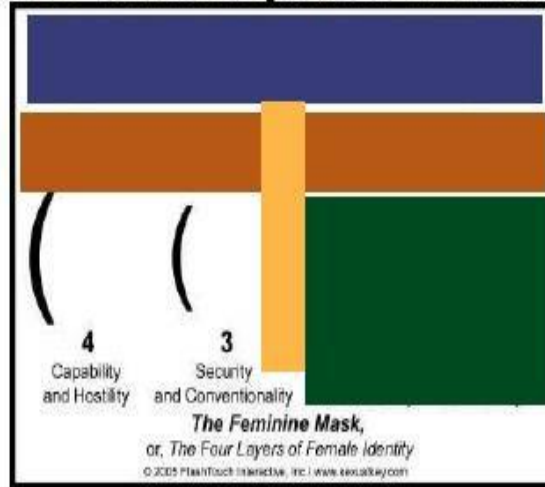
Result:
**With The Sexual Key, You'll Never Run Out Of
Things To Say To A Hot Woman...**
**Because You'll Turn Any Topic Into Sexual Spice
That Gets Her Feeling Hotter And Hotter!**

More on What You'll Learn from The Sexual Key

- The **differences between the way women and men** think, and how **understanding these differences** is like owning a **socket-wrench** that you can use to **grab her emotions** and **adjust her positions!**
- How to create the kind of wealth women **truly crave**, and sometimes don't even realize how much they need until you demonstrate it-- a kind that you can **create right now**, because it has nothing to do with material resources!
- How a woman constructs reality, and how to use this to direct her thoughts and get her to **construct a new and better belief!**
- How to make her so **aroused and excited** that she's **staring like Bambi** in the **headlights** of an oncoming 18-wheeler!
- The power of the difference between **"action"** and **"realization"**--and how you can use this to make her feel as happy as a **kitty licking up milk!**
- How to **pump erotic signals** right **into her brain!**
- How to **put ideas in her head and feelings in her body** while seeming to say the opposite!
- How to use facts like crowbars, so as to **break open her mind and get her aroused!**
- How to use words that drip like **melting wax into her deepest places**...emotionally!
- How to use the **secret power** of female language to make her **get so excited** she's **melting in her chair!**
- Why women always want to talk about **emotions**--and how this **need** can now become a **powerful tool** for you!
- Why women seem to **focus** on things that seem trivial to you-- and how you can turn this to an **incredibly powerful advantage!**
- How to make her **so excited** that she's **silent, wide-eyed, hot with lust and desire!**

- How the **seeming complexity of female emotion**, once you **understand its structure**, is actually **fantastically simple!**
- The **secret structure** of "romance" and how to create it, fast, without taking her to dinner or having to **defend her from Bengal tigers!**
- How to **turn her** reflexive resistance into a **puddle of need and raw desire**, like a **flamethrower melting a candle!**
- How to make her **imagine wild sex**, and make her **so excited** that she knows she's **gotta get it NOW!!!**

The Four Distinct Layers of Female Identity



A woman's social mask of sexual inaccessibility serves to hide her deeper, more responsive layers. She will sometimes deny that these deeper layers exist.

To access them, just confidently, insistently talk about them:



Every layer exists as hidden potential within every woman.

Just spot the layer she's presently at (example: 4)... pace her beliefs at that level...

then lead her down to the next, more receptive level (example: 3);

pace that level, and then lead her down to the next level... etc.

What She'll Tell You/Herself at Various Layers.

(Substitute "You" for "I" to turn these ideas into pacing statements. Example.: "You need more challenge...")

<p>4</p> <p>Leave me alone. I don't need you or any man.</p> <p>I am cool, rational, and analytical.</p> <p>I am independent, ambitious, and task-oriented.</p> <p>Romantic fantasies are for fools--they are not for me.</p> <p>Seductive talk is silly and weird.</p> <p>My value comes from my ideas, efforts, and achievements.</p>	<p>3</p> <p>I have a fixed and safe social role.</p> <p>I have a man.</p> <p>I have friends.</p> <p>I love my man and he loves me.</p> <p>I'm as happy and fulfilled as I can realistically expect to be.</p> <p>My man understands me and satisfies me completely.</p> <p>I don't want to lose what I have.</p>		
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New science reveals simple "sex trigger" for seducing women.

"...when I read your material **I instinctively knew** I had found the

holy grail of seduction...

the results were astonishing.

The first two girls have become stalkers. They keep pestering me. **One is 19 and the other 22.**

They are beautiful.

As I am fat and 46 I cannot see what they find so interesting in me..."

--C.W.

Hot Younger Women, Eagerly Eating Out Of Your Hand

This could be the most **explosively life-changing letter** you will ever read.

Imagine it's one week from today, one week since you shattered the hold of the past and vaulted into a world in which you exert massive sexual power... and sexy younger women now love you for it!

Because one week ago, you let yourself get...

**...What Other Men Are (Painfully!) Lacking...
...What You Are Ready To (Pleasantly!)
Enjoy...**

The armor-piercing, pheromone-flooding "blueprint to the female brain"...

so you now effortlessly pick-up and **sexually seduce beautiful young women**. You enter a room and **feel your body pulse with confidence**. You feel women wanting you. You feel men in awe of you. You can start a conversation with any woman... knowing and **pulling all the hidden triggers** she doesn't even realize she has... so **she will be grateful** you've come into her life!

And No Man Will Ever Control Or Intimidate You Again...

because as any guy talks to you, you'll know for a fact you can take his wife, girlfriend, or daughter for a spin... so imagine what this massive increase in confidence and personal power will do for your professional success!

Sex, Money, And Power Are Coming Your Way!

"Thank you again... I know how to use it, with minimum time spent.

**I already have had 6 women
ask whether I am available.**

I have gotten to the core of their being in just a few minutes. There are hot buttons. They are easy to find. "We" are all having a fine time. Like I said on the phone
I am an info junkie.

this is by far the best info I have EVER read...

I am 55."

--M. W., Ohio

[More feedback on this extremely precise "**How to Pick-Up Women**" sexual hypnosis course below!]