THE
INVISIBLE HAND

FBI Secrets to Motivate, Influence and Persuade People to Get What You Want
DISCLAIMER

The Invisible Hand is a work of well-researched opinion. I don’t hold a medical doctorate. I’ve never owned a white coat. I don’t pretend to be anything other than experienced. The advice and techniques in this book are 100% my own and are unhindered by the medical profession. I’m sharing these techniques with you solely on the hope that they may help you, too.

While many of my clients benefit from these techniques, they’re not for everyone. Seek medical advice before starting or stopping a medication, supplement, or exercise regime. These changes create dramatic results. I want you to make sure that your heart can handle those changes. Without meeting you, I’m offering this advice blindly but in good faith.

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THE INVISIBLE HAND:
FBI Secrets to Motivate, Influence and Persuade People to Get What You Want

The FBI’s interrogation techniques have been kept under lock and key since the agency’s infamous founding in 1908, over 100 years ago. These are some of the most well-guarded secrets in the country. No FBI agents, current or former, have ever divulged this information to the public.

Except one.

In 2010, a journalist was searching through the Library of Congress for public information on the FBI. He discovered a folder, tucked between a few nondescript texts, that seemed strangely out of place on the shelves before him. It was only after he opened it and began reading that he realized what he was holding—a top secret field guide to every interrogation technique employed by the FBI since its inception over 100 years ago, all the way to today.

How had it gotten there? Had it been stashed away? Had a vigilante agent attempted to blow the lid on one of the most secretive agencies in America? Upon further research, the journalist learned that the individual who had stashed it was an FBI supervisory special agent—one who had been working in the counter-terrorism division.

This individual, unbeknownst to the FBI, had dropped this folder off at the Library of Congress all the way back in 2008. In 2010 it was delivered onto the shelves, a supposedly public document that anyone could open and review. Not even congress had access to this information. They had received a redacted version of the same document just two
years earlier from the FBI. The same document found in the Library of Congress wasn’t redacted AT ALL.

This document forms the premise for the report you’re holding today. This special report, released by Edge Bioactives, describes some of the most effective persuasion techniques ever invented. You might be wondering why we’d do this. And that’s a reasonable question to ask. The thing is, reading these secrets, and mastering them, are two very different things. It takes dedication and focus to master these persuasion techniques. But for those willing to take the time, they can change your life.

Here’s just one example. Steve Jobs, Donald Trump and Tony Robbins, all billionaire success stories, used watered-down versions of these techniques. Imagine what they could have done with the real thing!

We’ll go over what those tools were later on in this report. But before we release the full secrets of this document, we have a brief warning. We hesitated to publish a handful of these techniques because in the wrong hands, they can do a great deal of harm. Truly, only the most self-aware of individuals can resist certain interrogative procedures found in this report. Almost everyone else will be caught off guard, or be too weak-willed in the first place to resist them. Always be on your guard when dealing with a master persuader!
# TABLE OF CONTENTS

## Part One: Get Prospects to Do What You Want . . . 6

To Persuade Your Prospect, You Must Know Your Prospect ................. 7
It’s All About Knowing Your Prospect’s Mind ........................................ 7
Never Underestimate Body Language .................................................. 8
Tell a Second Rate Persuader by Their Lack of Empathy ....................... 11
Understand the Prospect’s Emotions ................................................. 12

## Part Two: 7 Persuasion Secrets the FBI Does NOT Want You to Know .... 14

The Cat & Mouse Technique ................................................................. 14
Good Cop, Bad Cop—On Steroids ...................................................... 15
Locate Their Tell ............................................................................... 16
Mouth Reading Mastery ................................................................. 17
Play on Their Sense of Value ............................................................ 18
Make It So They Can’t Help But Like You .............................................. 18
The Illusion of Choice ................................................................. 20

## Part Three: Persuasion Techniques of Uber-Rich ......................... 22

Dale Carnegie & the Origins of Modern Persuasion .............................. 22
Carnegie’s Most Profound Teachings .................................................. 23
NLP: The Most Powerful Hypnotic Technique Ever Invented ................. 25
What is Neuro-Linguistic Programming? .............................................. 25
Advanced NLP Techniques ................................................................. 26
How These Three Men Created Power and Wealth Beyond Measure .... 28
Anthony Robbins: Self-Help Genius ..................................................... 28
Donald Trump: Greatest Persuader to Ever Live? ............................... 29
Steve Jobs: Inventor of the Reality Distortion Field ................................ 31
PART ONE:
How to Read Your Prospect and Get Them to Do What You Want

Part One of this confidential report is without a doubt the most important to grasp. Even the most effective techniques found in this report are impossible to implement without the ability to read the prospect you’re trying to convince.

And that’s the entire goal: to persuade and convince our prospect to do something we want them to do.

Now, what we’re about to tell you is the secret that makes ALL of this work. Without this ONE idea, everything else falls apart. That idea is this: in order to persuade someone to do something that’s in your best interest, you MUST convince them that it’s also in THEIR best interest to do it, too.

There’s two ways to get people to do what you want. The first is to persuade them that it’s in their best interest to do something. The other is coercion. You have to force them into doing something they don’t want to do. Both have their place in this world, but we’ll be focusing on the first because it’s the only true way to make someone do something that’s in your best interest over the long term.

If you’re a king living in the middle ages, or in modern times, a CIA or FBI agent who needs to get information out of someone fast, then perhaps coercion is the way to go. But 9 times out of 10, persuading people to do something MUST revolve around getting them to agree that it’s in their best interest to do so.

And in order to convince the prospect that it’s in their best interest to do something, you have to know the wants and desires of the prospect.

It’s this ONE piece of the puzzle that 99% of ALL people cannot successfully perform. Perhaps that’s because it takes time—and most of us are too impatient to do our homework. Instead, we argue, yell, and more or less attempt to force the person to do what we want them to do.
No, the true art of persuasion—and we believe it is an art—has to do with understanding how that other person thinks. And that’s what Part One is all about: to help you think like your prospect and understand what your prospect is thinking.

**To Persuade Your Prospect, You Must *Know* Your Prospect**

Robert Collier, one of the most famous American sales writers of all time, knew what it took to convince a customer and make the sale. What he didn’t know was just how close he came to cracking the very same persuasion secrets used by the FBI.

Collier is known as the inventor of the Collier principle. The principle simply states: “Always enter the conversation already taking place in the customer’s mind.” Sounds simple, right? But this little principle literally holds the secret to persuading someone to do anything you want them to do.

Let’s imagine one of Collier’s own examples. Say you’re a vacuum salesman and go up to a group of guys chatting about baseball. If you interrupt them and tell them you’re selling vacuums and you want them to buy one, they’ll tell you to get lost. But if you walk into the conversation and start talking about baseball, well, they’ll probably let you join in the chat. Once you’re in the conversation, it’s much easier to steer that discussion toward vacuums in a natural way. First it’s baseball, then to how your wife hates baseball, then “get this, my wife starts *vacuuming* during baseball games” followed by “I sell vacuums for a living and I got her one so quiet she never interrupts my games anymore.”

Congrats, you just sold three vacuums.

**It’s all about knowing your prospect’s mind**

Why are police often so successful at getting a criminal to confess to a crime? In most cases, it’s because they understand the criminal mind.
No criminal is exactly the same. Every crime is different. But crimes are committed for similar reasons: jealousy, anger, fear, greed. Police understand this, and they understand, more often than not, how a criminal will act when they’re being interrogated. Some detectives even believe they acquire a “sixth sense” for guilt after a while. And while that sixth sense isn’t something they’d use in court (at least we hope not), it does help them pose the right questions to elicit a possible confession from the suspect.

The FBI also deals with suspected criminals, and their interrogation techniques are built around understanding the criminal mind. Depending on who you want to convince, whether it’s your children eating their vegetables or your customer wandering around on a car dealership, you MUST know your customer to the point where you actually know what they’re thinking. Once you do this, you open up the gateway to having anything you want: a new job, a new promotion, a new boyfriend or girlfriend—anything.
Never Underestimate Body Language

You underestimate body language at your own peril in the world of persuasion. In fact, master hypnotists will study body language for years to discover the secrets their clients are holding back. Some interrogators can tell you right away whether a suspect’s body language is hinting at fear and guilt—two emotions that point directly to involvement in a crime. And while you probably won’t be interrogating anyone, you would still use body language to detect what your prospect is thinking, thereby allowing yourself to “enter into their mind” and deliver exactly what it is they want to hear.

In the segment below we cover the four biggest body language “tells” that the FBI uses to learn what a prospect is feeling and thinking, starting with one of the most important: physical posture.

Posture

Posture is critical when it comes to identifying what someone is thinking. The reasoning is simple: our minds are elsewhere when we’re having a conversation with someone else. While our minds are focused on the conversation and what to say to the other person, our emotions are being expressed through our posture and other body movements. We don’t even realize this is happening, hence why FBI interrogators use posture to immediately glean insight into the mind of the suspect.

Hunched shoulders, for example, are a dead giveaway to FBI detectives that an individual is lying. Of course, we have to know what to look for. Someone innocent may be just as likely to shrug as a criminal during an investigation, but a very specific type of shrug—lopsided, or only partially demonstrated—is one indication that the suspect is lying.

Legs are another key posture point. Catching someone rubbing their legs or thighs is a clear sign of stress. A wider stance than normal could indicate the individual is either in control or afraid of losing control. When someone’s legs are splayed out, it’s not a sign of relaxation as some might claim. It’s often a show of dominance, that the individual has control of the situation.
Measuring the distance between two people is one of the easiest ways of learning whether or not they feel comfortable or safe. The FBI has been known to use this posture point to great effect, removing everything that is standing between them and the suspect, including the table between them. A suspect that becomes noticeably more distraught will be given a much closer look.

Physical Movement

Someone capable in the art of persuasion notices both the stance (i.e. the posture) of the prospect, as well as their movements. Simple movements are often dead giveaways that someone is telling the truth, or telling an outright lie. For example:

An immediate push forward of the torso from a leaned back position suggests a heavily invested emotional response. Whatever that individual is saying at the time of the movement is usually true.

Sometimes, a lack of movement is just as telling as movement is. The arms and hands are often actively used during a conversation to add emphasis and emotion to a specific response. Unlike many other physical movements however, we’re often very aware of these motions. A lack of movement in the hands and arms is a dead giveaway that the individual doesn’t want to be “read” into, which in turn suggests they’re hiding something. You may also see extreme exaggerations of the hands which is just as telling.

Lastly, keep an eye on an individual’s head during a conversation, especially when asking the person yes or no questions. It’s been proven time and again that when a person lies about a yes or no question, their head acts first to answer. Incredibly, you can watch someone start to shake their head “yes” when they verbally say “no.” This has been caught on camera numerous times and is essential to understand especially in policing and job interviewing.
Facial Expressions

Did you know that something as simple as blinking can give away your stress levels? How often you blink is a factor of your adrenaline levels. The more you blink, the faster your heart rate. Interrogators will use this as a type of wireless lie detector test, asking questions that will calm the suspect down, and then observing the suspect’s blinking patterns as they aggressively heap on difficult questions later in the interview.

Blinking is just one factor to determine an individual’s emotional state however. Certain characteristics, or “tells” as they’re called in poker, are spotted easily by veteran pros, often within the first few hours. That’s because we tend to touch our faces—or particular areas of our face—when we’re nervous. It could be a scratch around the nose, covering our mouth with our hand, rolling our hand over our hair. Once a smart detective learns this tell, they can measure the success of a question (and know when to follow questions up with more aggressive questioning) based upon when the “tell” is used.
You Can Tell a Second Rate Persuader by Their Lack of Empathy

It’s impossible to persuade anything through logic. That bears repeating: it’s IMPOSSIBLE to persuade ANYONE through logic. It’s simply not a viable option due to the way the brain is wired.

In order to explain, we need to look at how information is processed through the brain. First off, our sensory organs have to sift through an incredible amount of information at any given time. Most of this information our brain ignores. Our eyes, for instance, can always see our nose. But our brain chooses to ignore it because it isn’t a useful visual for us to process all day long.

The fastest way for a piece of information to get through our Reticular Activation System (RAS), i.e. the system that forces our brains to ignore unimportant junk around us, is to achieve a very strong emotional reaction in our prospect. If the emotional reaction surprises the prospect, and continues to weigh heavily on the prospect, than it can create both physical and mental changes that you can use to change their minds.

ALL evidence points to this one fact: that EMOTION is a much more forceful persuasion technique than pure logic. In sales for instance, it’s common practice to use emotion to convince a customer to buy. Even if we want to buy something, most of us won’t if all we have to read are a bunch of bullet points highlighting facts about the product. Therefore, emotion is brought in to help convince that customer to purchase there and then.

You Must Understand the Prospect’s Emotions as if Those Emotions Were Happening to You

Your job as a master persuader is made a million times easier if you can use the prospect’s own emotions against them. If you attempt to persuade through logic, you will fail. Nobody likes to be persuaded by
logic because it forces them to change their minds in some fashion. If they change their minds, it means they were wrong. And since no one ever wants to be wrong, we’ll fight someone else’s logic 9 times out of 10.

But by suggesting to the prospect that it’s in their best interest to do something, and by not pushing logic to convince them, *it’s much more probable that the prospect will convince themselves to do what you want them to do*. This is **the** most powerful persuasion technique in the world and if done correctly can help you convince **anyone** to do **anything** for you!

And if you’re not completely convinced, just review the case of Charles Manson. Manson was so charismatic and persuasive, he convinced otherwise decent people to commit murder for him. While brainwashing isn’t in the scope of this book, we will mention that **ALL** brainwashing begins with the techniques found in this chapter.

In summary, in order to persuade anyone, you must know who that individual is, understand how to read their body language, and understand the emotional characteristics of that person. When you do, the following FBI tips in Part Two will be so easy to perform, you’ll be able to do them without even thinking about it.
PART TWO:
The 7 Persuasion Secrets the FBI Does NOT Want You to Know About

In Part Two of this report, you’ll be able to review, for the first time ever, some of the most powerful persuasion techniques used by the FBI. Very few others outside of the FBI have seen these techniques, let alone studied them and put them to use in their own lives.

We must caution one last time: you’ll find these techniques almost impossible to perform without the tactics in Part One of this book. Furthermore, in the right hands, these techniques can make people do terrible things. Just because you have the power to do something, doesn’t mean you should use it in every situation.

That’s more than enough for the disclaimer. Without further ado, here they are, the seven most powerful interrogation and persuasion techniques, developed and used to great effect by the FBI for decades.

The Cat & Mouse Technique

In a game of persuasion, patience is of critical importance. Playing your hand too early ensures that the prospect knows you’re attempting to persuade them. Once that happens, it’s over. The FBI knows this, which is why they’ve developed a technique that allows them to indirectly persuade their targets. In other words, they can convince criminals to come clean on their crimes without ever having to ask them to do it.
How is this accomplished? It’s all about building trust. The FBI agent gains the suspect’s trust, sometimes by suggesting that they’re not even a suspect in the case. The agent may suggest that he needs the suspect’s help to catch the person involved, and that with any luck, that person will come clean so they don’t receive maximum sentencing.

If the suspect doesn’t think they’re being investigated, they’ll happily tell a story about the events taking place during the crime. Later on the FBI agent can suggest that that story doesn’t line up with a piece of evidence, or even better, that there are holes in the person’s story. With some added pressure the criminal eventually confesses to the crime, often with the belief that it’s in their best interest to do so to avoid life in prison or even the death penalty.

The FBI agent was in control of the situation the entire time. But instead of using the evidence they already had to force the situation, he used subtlety and trust-building tactics to get the person to confess.

**Good Cop, Bad Cop—On Steroids**

We’ve all seen a good cop, bad cop routine play out on television shows. One detective will play the part of the “good guy” who only wants to help the suspect. The other cop will yell, swear, and otherwise attempt to coerce and threaten the suspect into telling the truth. This technique is used by law enforcement and is highly effective. In the world of the FBI, it’s taken to a whole other level.

The FBI, in essence, has mastered the “why” of Good Cop, Bad Cop. They’ve become so proficient at its use that they can convince a completely innocent person to confess to a crime they never committed. By “flicking the switches” in a person’s head, from fear to relief, back and forth, over a long enough period of time, they can effectively “disengage” the part of the brain that deals with complex individual responses and willpower.

This has been demonstrated in a number of interesting experiments published in the *European Journal of Social Psychology*. But as of this writing, no one has come close to mastering this technique like the FBI has. It would take years of practice, plus a partner that knew what he or she was doing, to truly have a handle on Good Cop, Bad Cop.
Locate Their Tell

You’ve likely heard of the term “tell” used by high stakes poker players. A tell is a seemingly harmless trait that an individual performs when they’re lying. Understanding whether or not someone is lying is HUGE in poker, as it allows you to divine whether someone is bluffing. It’s equally important in the art of persuasion because without it, you’ll never know when someone is “agreeing” with you just for the sake of doing so to get you out of their face.

The FBI studies its suspects and can quickly identify when they’re lying with the help of a person’s tell. Tells almost always take the form of an emotional response in the body language or facial expressions of the prospect. Did you know that most people look to their left when they’re telling a lie? Lying, as it turns out, doesn’t come natural to us. A tell is that little emotional “twitch” of the body that gives you away. Everyone has one; the only question for the FBI is, where is it?

If you’re not sure how this can help you persuade anyone, consider this: being able to call someone out on their own lies can leave them so stunned
that they can’t help but let you make your point—often successfully. It’s like someone reading your mind; it would completely catch you off guard. Of course, for this to work, you MUST know your prospect! Research is over half the battle in the art of persuasion.

Mouth Reading Mastery

Note that we didn’t say lip reading. The two are completely different. With lip reading, you’re trying to catch what someone is saying from a distance, where you can’t actually hear them. With mouth reading, you’re looking for the signals that suggest the prospect is about to say something contradictory to what you’re saying.

Why is this important? Well, when you’re attempting to persuade someone, you can actually watch the internal battle in their heads being played out on their faces. Now, we went into certain facial expressions in Part One, but there’s one area in particular—the lips—that FBI agents focus on more than almost any other spot on the face.

When two people are having a conversation, and one of these individuals doesn’t agree with something the other person said, a quick parting of the lips, or movement in the cheeks around the mouth, are dead giveaways that one individual is attempting to articulate opposition. By watching this area of the face, and identifying subjects that the prospect doesn’t agree with, you can effectively counter those arguments without that person ever opening their mouth.

Why is it important to catch someone before they voice opposition? Because once someone has provided a reason why not to do something, they often stick with that reason no matter how persuasive the other person is. This characteristic is something we all do, and it’s called cognitive dissonance. No one likes to be proven wrong after they’ve voiced an opinion. By ensuring they never voice that opinion in the first place, the persuader wins big.

We cannot stress how powerful this persuasion tactic is. Again, you effectively become a mind reader, capable of answering questions or concerns in the prospect’s mind without them saying a word. At its best, this tactic can confuse the prospect and make them far more susceptible to persuasion.
Play on Their Sense of Value

Everyone believes they’re valuable for one reason or another. It doesn’t matter whether you’re good at your job, at dancing, at video games—there’s something in your life you think you’re good at. The FBI loves playing on what people value, and then using that very skill to convince them to perform an action for them.

Counter-terrorist agents in the FBI consistently use this tactic to great effect. Let’s imagine the FBI is speaking with an American citizen that came to the U.S. from Syria as a refugee years ago. This man happens to speak a little-known Syrian dialect that few others in the U.S. can understand. The FBI is aware of a potential terrorist plot, but needs to be certain before they act on their current evidence. So they attempt to enlist the aid of this Syrian man, who is the only person they can trust that understands this particular dialect.

The man, however, isn’t certain he wants to help the FBI. In order to convince him to help, they may start by playing on his sense of value. The FBI goes to him and one of them makes a side comment, “We have a project we’re working on and we’re at a standstill on it. It’s been next to impossible for us to move forward. And no one we’ve spoken with understands what this guy is saying.” Even if the man doesn’t particularly care for the FBI, he’s much more likely to help because his sense of worth is on the line.

The FBI calls this tactic “validation seeking” and it’s incredibly powerful. If you can identify the place where an individual maintains his or her self-worth, and then anchor it (we’ll talk about anchoring in Part Three) to your own purpose, you can persuade almost anyone.

Make It So They Can’t Help But Like You

Tactic number six isn’t exactly a “secret” in the same sense as the other techniques mentioned in Part Two are. In fact, it sounds a lot like common sense: you’ll be more convincing if you come off as a cool person that people actually like. And when you come off as an asshole, you’re going to have some serious trouble convincing anyone to do anything.
What IS a secret is how the FBI actually pulls this off. How, for instance, does the “Good Cop” create his performance without giving away his modus operandi? Below are just a few of the means in which they make this happen:

- Agents playing a good cop role will drop all preconceived notions about the suspect at the door. It doesn’t matter what the agent wants. It’s about discovering what the suspect wants, and then consider ways to help them get it. If it’s a cigarette, he’ll find them one. If they want to make a call, no problem. If they want to see a lawyer, that’s okay too. It’s all about helping that person get what they want.

- Agents create trust almost right off the bat, although most of the time they call this rapport building. It means showing the suspect that they know what they’ve gone through. It’s about making connections between two people. Oh, you grew up in New York? So did I. Which borough? Some agents are so good they can even use the same dialects as their suspects.

- Positivity matters a great deal in the art of persuasion, just as negativity can KILL a deal before it’s even under consideration. The FBI will create
a place for the suspect to consider positive outcomes. It helps that they have a partner playing the bad cop that can show the suspect negative outcomes as well! Positivity is all about looking at the situation from a different perspective. If you come clean, you’re only in jail 20 years with a possibility of getting out earlier with good behavior. If you don’t you’re in there for life.

- Being a good listener is probably the most underrated persuasion technique in the world. When we’re trying to persuade someone to do something, our needs are always at the forefront of the conversation. But that’s not how you persuade people. You persuade them by thinking about their needs, not yours. And the way to find out what those needs are is by listening to what they want. The FBI employs this tactic by keeping questions to a minimum and focusing on the suspect’s story and any information he or she is willing to openly provide.

The Illusion of Choice

As you almost certainly have realized by now, people can be pretty stubborn and independent. If you tell them to do something or are too heavy-handed in your attempts to “sell” them on an idea, chances are they’re going to do the opposite of what you ask them to do. In that, adults aren’t very different from children. We just don’t realize it!

The FBI knows this, and so they use the Illusion of Choice technique to great effect. The trick here is to have the prospect convince themselves that it’s in their best interest to perform a certain action. How exactly do you do this? Easy, you give them the illusion of a choice.

Let’s say a mother is desperate to have her children eat a piece of fruit for lunch. She buys some apples and puts them in the children’s lunch boxes, but they’re never eaten. She’s also tried other types of fruit, but nothing has worked. She’s argued with them, yelled at them, and told them it’s good for them and it will help them grow strong. Still nothing.

So she uses the illusion of choice to convince them. Before the kids leave the house, she holds out an apple and an orange. “What’s your favorite,” she asks. Incredibly, the children take one of the fruits, and actually eat it.
How is that possible? It all comes down to control. By giving your prospect a feeling of control over the situation, they’ll be more likely to act in a way that’s beneficial to you. The mother doesn’t care if their kids have apples or oranges. She just wants them to eat some fruit. If you can find a way to deliver additional choices to your prospect, they’ll be much more likely to perform an action that’s in your benefit. It may not be exactly what you had in mind when you first set out to persuade that person, but it will be very close to it.

Final Thoughts

These seven tactics, when used in conjunction with Part One of this book, will dramatically improve your persuasion skills. But they’re not the only way to change the hearts and minds of others around you. In fact, some of the most persuasive people in the world are billionaire entrepreneurs that compete in some of the most aggressive industries on the planet. They aren’t trying to convince criminals to confess. They’re trying to convince other entrepreneurs to spend millions or even hundreds of millions of dollars in a matter of days. If anyone knows how to make a persuasive argument, it’s the men and women in the world of billion-dollar businesses.
PART THREE:
Persuasion Techniques of the Uber-Rich

Ever wonder how Steve Jobs was able to persuade some of Apple’s most talented minds to quit their jobs and come work for him at NeXT? Or how Dale Carnegie, a poor farm boy from a small town in Missouri, became the richest man in the world in a matter of a few years? And what idea connects business mogul Donald Trump, motivational speaker Tony Robbins, and the father of modern hypnosis, Richard Bandler? Perhaps an even better question: how did every one of these individuals achieve a level of fame and fortune that seems completely out of the reach of normal people?

In Part Three of this book, we look how some of the world’s most brilliant business minds have created wealth and power beyond anything the world has ever seen—all through a few simple, yet incredibly powerful, persuasion techniques.

Dale Carnegie & the Origins of Modern Persuasion

Dale Carnegie grew up in one of the poorest states in the union, in one of the poorest counties of the state, on one of the poorest farms in the county. Rural Missouri isn’t exactly the place you’d expect to find the boy that would eventually achieve the title of “richest man in the world.” And yet that’s exactly what happened.
How did he do it? What was his secret? And more importantly, how did he found a school of thought that became so powerful, it influenced—and quite possibly created—more billionaires than any other idea in the history of mankind?

Carnegie’s Most Profound Teachings

Even as a teenager, Carnegie was a master of persuasion. His obsession with public speaking, and later on sales, would devour every minute of his time. He had focused on these skills from such an early age, that by his 20th birthday, he had more information in his head than most retirees sharing the same industries.

At 24, he founded what would eventually become known as the Carnegie Institute, a public speaking class that helped adults attain greater self-confidence. From this class, he would create an empire that would help him become the richest man in the world.

Carnegie left a powerful legacy upon his death. Lucky for us, he managed to preserve much of it in a single book: How to Win Friends and Influence People. Incredibly, this book seems to have fallen off the radar of modern day America, despite its teachings being just as relevant today as they were in the 20th century. Of course, that makes it all the more important that you know it!

We’ve spent hours combing over Carnegie’s teachings. Below are what we believe to be the most important three:

**You can’t persuade through criticism.** One of the most powerful examples Carnegie gives in his writings about persuasion is in the first few pages. He recounts how Bob Hoover, a famous stunt pilot in the 30’s, was returning home to Los Angeles from an air show in San Diego. Suddenly, both of his engines failed and the plane nosedived. Incredibly, he managed to land it with only minor injuries to himself and a handful of passengers aboard.

He immediately suspected something had gone wrong with the fuel, and when he checked, realized that someone had filled his propeller plane with jet fuel rather than standard gasoline.
So he decides to pay a visit to the mechanic who filled his plane before takeoff. By then, that mechanic had heard of the accident, and was terrified. He felt awful and knew he had made a horrible mistake. But what did Hoover do when he saw the mechanic after the accident? He puts his arm around the guy and said, “To show you I’m sure you’ll never do this again, I want you to service my F-51 tomorrow.”

Imagine the utter devotion that mechanic now felt to Hoover. Had Hoover gone in and started yelling and screaming and threatened to sue, what good would it have done? But by not criticizing, Hoover gained an advocate who would probably do anything to help him.

**You should always show appreciation for the work people do for you.** Did you know that Dale Carnegie would pay Charles Schwab a $1,000,000 bonus every year just because he knew how to treat people with respect and dignity? And this was in the 30’s when $1,000,000 was more like $10,000,000 today. But according to Carnegie, it was worth it: there’s no trait more important in the world of business than the ability to work with people.
The famous Standard Oil magnate John D. Rockefeller also knew this, which is why he also paid huge sums of money to attract the individuals capable of showing respect to the people they worked with. “The ability to deal with people is as purchasable a commodity as sugar or coffee,” said Rockefeller, “And I will pay more for that ability than for any other under the sun.”

**Focus on the prospect’s wants and not your own!** We already discussed this in Part One and Two of this report, but it’s such an important persuasion technique that it belongs here as well. If you cannot learn how to empathize with your prospect and find a way to give them what they want, you’ll never be able to persuade anyone.

People are selfish by nature and will always have their own desires before yours. *And that’s perfectly okay!* In fact, truly embracing this fact will give you more of a leg up in your career than ANY self-help book or education ever could. Empathize with your prospect, and reap the rewards. It’s that simple.

**Neuro-Linguistic Programming: The Most Powerful Hypnotic Technique Ever Invented**

Decades after Carnegie, a pair of psychologists began testing a system that they thought would revolutionize how clinical experts understood human behavioral patterns. Their goal was to identify how experience and language could impact the brain and actually change how a person views the world around them.

What they discovered was a system that could make virtually anyone a master persuader, capable of changing the minds of even the most stubborn of individuals.

**What is Neuro-Linguistic Programming?**

NLP was created in 1975 by founders Richard Bandler and John Grinder, who began modelling and duplicating the behaviors of a few great communicators and psychologists. After many years of development,
a range of practical techniques was developed and became what now commonly known as NLP.

NLP continued to grow during the 70’s and 80’s, and was eventually picked up by industries as diverse as sales, marketing, and law enforcement. Law enforcement in particular saw NLP as a means of improving conviction rates in cities throughout the union. These tactics were highly effective when combined with the other rapport tactics being used at the time.

To understand how easy NLP is to grasp, let’s look at an example. Say a detective is interviewing a woman who doesn’t want to discuss a crime with the police. But she’s talked enough to where a savvy detective trained in NLP can reference her language the next time they speak together. The detective discovers that the woman uses lots of visual-based words in her speech to convey feelings, such as “see” and “look.” She also uses a specific tone of voice. By using these same words as well as the tone of speech in his conversations with this woman, it’s much more likely she’ll open up to him.

This sounds simplistic, but in reality it’s one of the most effective means of persuading someone to perform an action. It has everything to do with building trust in the prospect before asking them to assist you with a task.

**Advanced NLP Techniques**

NLP uses dozens of techniques to great effect. We’ve covered some of the more famous of these below, including calibration, anchoring, positive intention and reframing.

**Calibration**: Think of calibration as attuning yourself to the person you’re trying to convince. The better you are at connecting your thoughts and emotions to that person, the more likely you are to persuade them to do something. Calibration is used specifically to help build rapport and understand someone’s neutral mental state. In order to improve calibration, focus on learning body language first and foremost. This gives you a window into their emotional state in a way that their actual language may not do.
Anchoring: An anchor is very similar to a metaphor, in that the person attempts to connect two unrelated things together in a speech or in writing. Why would we do this? Because sometimes we want to change a person’s perspective by redirecting their emotions toward something else entirely.

For example, a life coach is attempting to convince a prospect to take his course. The prospect has trouble with procrastination. The life coach then uses an anchor, suggesting that procrastination can literally freeze a person in place for years, forcing them to work until their late 70’s just to pay off retirement. By connecting procrastination to a late retirement, the life coach has magnified the negativity of procrastination, and quite possibly made the sale.

Positive Intention: NLP has made the often controversial claim that ALL behavior, no matter how negative it seems, has its beginnings as a positive intention. Therefore, anger, fear, and aggressiveness aren’t origin emotions, but secondary emotions derived by lacking core emotional needs, such as validation and security. If we can understand those core emotional needs in the prospect and provide the means to achieve them, we can recreate those positive intentions and dramatically increase our chances of persuading the prospect.
Reframing: When it comes to persuasion, context matters—a lot. You need to know the emotional and mental context of the prospect like it was your own. Once you have that context, it’s much easier to reframe the situation and help the prospect see the benefits of what you have to offer.

Look at reframing like creating an anchor, only this time it’s anchoring an entire context to a feeling. Let’s say you’re stuck in a huge traffic jam and you have a huge meeting to attend in 10 minutes. All you can think about in this context is being late for the meeting. However, you can positively reframe the situation by imaging everyone that’s supposed to be at the meeting in the same traffic jam. At the very least this neutralizes your real fear and helps you reroute your thoughts to something more positive, such as a song or a loved one.

The Kings of Persuasion: How These Three Men Created Power and Wealth Beyond Measure

In the right hands, the art of persuasion can take on an almost surreal power, creating opportunity beyond measure for the select few capable of tapping into it. In the final segment of Part Three, we showcase three of the most powerful persuaders in America, and how they achieved the incredible success they now have.

Anthony Robbins: Self-Help Genius

Tony Robbins has made a name for himself in the self-help industry—perhaps the name. If you’ve ever looked around the self-help section of your local bookstore, you were certain to come across Tony Robbins. Today, the man is one of the most persuasive people alive, and he teaches those techniques to audiences all across America.

So what exactly does he teach tens of thousands of people across America? You may be surprised by the answer. In fact, it’s something you’ve already had an introduction to in this report!
Tony Robbins is a master in Neuro-Linguistic Programming, the same hypnosis training originally developed by Richard Bandler and John Grinder. He received his training under Grinder himself in the early 80’s, and later went on to study firewalking to use in his seminars. If you ever go to a Tony Robbins seminar, you’ll have your own chance to run on steaming hot coals—or what Robbins would call an act of facing your fears and pushing forward with life.

But even more interesting than the seminars themselves are Robbins’ personal training sessions. Robbins is constantly being called on by everyone from billionaire CEOs to desperate mothers with a suicidal child. Robbins has focused much of his energy on these children in recent years. Incredibly, he has never lost a child to another suicide attack after speaking with them over a period of a few days.

How can Robbins bring suicidal people back from the brink? The answer lies in his ability to help people find their inner strength. Much like the lessons we learned earlier in this report, the greatest persuaders are the ones that build up—not the ones that tear down. By helping these children—and adults, too—find their inner source of strength, they become powerful forces in their own lives, capable of achieving things they never imagined possible.

**Donald Trump: Greatest Persuader to Ever Live?**

Scott Adams, the founder of the cartoon Dilbert, is himself a trained hypnotherapist. In an interview with Tim Ferriss on the Tim Ferriss Show, Adams made a prediction. He said that the democrats and republicans had no idea who they were up against. That Donald Trump was perhaps the greatest hypnotist in America today. And that no matter how silly and foolish Trump came off, he had more of a chance to win the presidency than anyone else in the field.

A deeper look into Donald Trump’s past reveals some startling facts about him. He’s worked consistently with Tony Robbins on multiple projects.
His book, “The Art of the Deal,” was heavily influenced by the same NLP techniques founded by Grinder and Bandler. He is, according to Adams, the student who became the master. And anyone who underestimates him does so at their own peril.

“When I listen to Donald Trump,” said Adams, “I detect all of his influences back to Erickson. I don’t know if Donald Trump would make a good president, but he is the best persuader I have ever seen. On a scale from 1 to 10, if Steve Jobs was a 10, Trump is a 15.”

That kind of mastery of these techniques makes Donald Trump a true force in the world of both business and politics. Love him or hate him, he’s absolutely worth studying, especially how he interacts with his audiences. Trump uses a great deal of anchoring and reframing in his stump speeches. He also uses repetition, another NLP technique, to press the same issues again and again, to the point that they become larger than life in a person’s mind.
Steve Jobs: Inventor of the Reality Distortion Field

In 1981, Apple employee Andy Hertzfeld created the expression “Reality Distortion Field” to describe Steve Jobs’ uncanny ability to convince anyone of the merits of a particular idea or project. Jobs, by the sheer power of his charisma and charm, could pull off deals that no one else at Apple had even thought possible. He managed to bring people onto his team.

So what was Jobs’ secret? As it turns out, Jobs was no novice to the world of hypnotism. Early on in his career, Jobs trained under Werner Erhard, the founder of the group awareness training classes known as Est. To make this story even stranger, Erhard, the founder of Est, studied under Alexander Everett, who in the early 20th century created the National Training Labs, which was an institute that focused on mind control.

In other words, Jobs’ charisma wasn’t just random luck. He knew exactly what he was doing. Over time, Jobs created a cult of personality powerful enough to make him an American legend. Who else has had three multi-million-dollar movies come out about them within a few years of their death? We can’t get enough of Steve Jobs, and what he accomplished during his lifetime. But without the help of Est and his hypnosis training, his skills of persuasion—and Apple itself—may never have gotten off the ground.

Thank You For Reading This Report

We hope you’ve learned a great deal about the art of persuasion in this brief report by Edge Bioactives. A mastery of these skills can be put to use no matter your education, your industry, or your life context. As many of the individuals covered in this report have shown, it doesn’t take a generous upbringing or a college education to master persuasion. It just takes a lot of effort and a solid place to start. We hope this report supplied the latter.