



SUGGESTION

Week 6



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Guidelines for this course:

- 1 Only paid participants may listen to the calls
- 2 Participate from a quiet place
- 3 Be prepared

How to ask questions live during this class:

- 1 UNMUTE yourself by pressing * 6 and call out your name
- 2 RE-MUTE yourself by pressing * 6 again

Objectives for today:

- 1 Rapport Exercise
- 2 Set Up Context & Delivery of Suggestions
- 3 Set Up Context & Delivery of Mode of Operating
- 4 Blend Suggestion, Assumption, Agreement



SOME QUESTIONS TO PONDER

How is the Conscious mind different from the Subconscious mind?

Is it true that we only use 10% of our brains? What does the other 90% do?

What does it mean that the Subconscious mind doesn't understand/process negation?

How significant is it to simply "be" positive?



SUGGESTION

Remember, these tools work VERY well when we make suggestions that are in harmony with the clients' goals (this is called Influence).

Attempting to use this tool to move the client toward your goal damages rapport, creates resistance, and generates objections (and this is called Manipulation)

EMBEDDED COMMANDS

Embedded commands are suggestions (intentions) that are delivered directly into the subconscious mind of your listener. The embedding process includes audibly "marking" the commands such they are identified as "different" by the subconscious.

Embedded Commands Key Words (a very limited list)

Say yes	Take my advice	Be nice to your	List with me
Clean your room	Drink more water	sister Mow the	Take off your shoes
Price it right	Sell now	grass Choose me	Buy now
Feel good	Sign the Contract	Get excited	Trust me
Buy now	Paint the Kitchen	Clean your house	Reduce the Price
Have it staged	Buy more rentals	Invest in Real Estate	Clean the house
Feel comfortable	Get started	Take action	Feel compelled
Hire me	Feel confident	Agree with me	Be honest
Decide tonight	Set an appointment	Come to the office	Make a decision
Do what I say	Send me referrals	Extend the listing	Sell this house



TRAITS OF THE COMMAND ITSELF:

EXAMPLES OF EMBEDDED COMMANDS

Please feel free to ... INVITE ME OVER ... and we will figure out how much your house is worth.

If you are willing to... ADJUST THE PRICE ... we'll get a whole new wave of interested buyers.

Do you have the authority to simply ... GIVE ME A WARNING ... instead of a speeding ticket?

Since oil is finite, making the ... SWITCH TO GREEN ENERGY ... is inevitable.

When I ... LEAD GENERATE ... I always feel better about myself and my business.

CREATE SOME OF YOUR OWN:



MODAL OPERATORS

A Modal operator is a “Mode of Operating”. They are used prior to an embedded command to make the command more effective, and to set the “mode” of operating. A MO modulates our experience of much (or all) of what we do in very important ways.

Modal Operator KEY WORDS

Must	Can	May	Try	Intend to
Have to	Suppose to	Able to	Pretend to	Ought to
Decide to	Wish to	Got to	Need to	Would
Want to	Could You	Permit	Choose to	Should
Will you	Could Allow	You Would	Allow me to	
Possible to				

EXAMPLES WITH MODAL OPERATORS

- Most people decide to... BUY NOW... because, we know real estate is a great long term investment.
- If you intend to ... MAKE A DIFFERENCE... for your clients, you'll want to sign up for The Truth About Sales many times, until you master this material.
- If you wish to... SELL THIS HOME... lets get it professionally cleaned, and staged.
- I know that I ought to... LEAD GENERATE... every day for new business, if I want to achieve my goals



CREATE SOME OF YOUR OWN:

REMEMBER

It is impossible to write the perfect sentence for any/every occasion. The real goal here is to develop a habit of speaking in the structure of intention, embedded commands, modes of operating, etc, such that this becomes your natural way of speaking.

HomePLAY exercise

WRITE 10 SENTENCES each day. Write them in the morning, and make them about whatever is most current and important to you.

Consider writing them in these categories:

Lead generation, lead follow-up, listing appointment, buyer consultation, price reductions, negotiations, recruiting appointments, retention, or ANYTHING else that is current and important in your life.