The Persuasion Paradox & The 3 Dimensions Of Conversational Control

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The Persuasion Paradox
And The 3 Dimensions of Conversational Control

by Judy Rees, X-Ray Listener

Before We Begin

Who’d have thought it? A listener talking about influence, persuasion and manipulation?

A listener claiming to have surprising new information about how minds really work, and how you can use that information to take control?

A listener with something worthwhile to say?

Could there really be something in it?

What’s important to you about that?

And what difference could that make to you?

Read on - and decide for yourself.
Introduction

One of my favourite quotations is this: “A good listener is not only popular everywhere, but after a while he gets to know something”\(^1\).

In fact, what I’m going to share with your in this short ebook hasn’t won me any popularity prizes! It’s actually been quite controversial, with some insiders criticising me quite sharply for revealing this information publicly.

And yet the other part is true: I’ve been listening for a long time, and I do know some things about influence, persuasion and manipulation that others don’t seem to know.

Here’s the background. A few years ago, when I left a secure job managing a large team of TV and web journalists and set out as a freelance coach and consultant, I was terrified of “selling”. I would break into a cold sweat at the thought of phoning a potential customer. As you can imagine, that didn’t help to build my business! So I set out to learn all I could about sales and influence, reading all the books and interviewing many leading experts for a series of articles.

At the same time, for different reasons, I was also becoming an expert in the work of a little-known Kiwi psychotherapist, David Grove, who had an unique take on minds and the way they work.

It was claimed that his technique, Clean Language, was designed to not influence people... and yet it was spectacularly effective at “persuading” them to overcome trauma and transform their lives.

For three years, my two areas of research followed their separate paths.

And then... the light dawned. There was a relationship between them. It was counter-intuitive, counter-cultural and far from obvious - but once I understood The Persuasion Paradox, things changed.

\(^1\) Wilson Mizner
Beyond Manipulation

Armed with an understanding of The Persuasion Paradox, I was able to take control of conversations and steer them in a new - and much more effective - way. Until that point I had been struggling to pull potential clients in my direction, or trying to push my (few) coaching clients into taking action.

Now, with this new insight, I realised how I could influence other people’s behaviour in a different kind of way. It was as if I could influence them from the inside out.

Once I started putting The Persuasion Paradox into action, it transformed my approach to sales and marketing - and the results I achieved. I soon had clients all around the world, filling my inbox with their testimonials... like these from earlier this year (2012).

“If you are struggling, if you want to do what you love to do and make money from it which is true to you and for you, you will seriously put yourself in a stronger position by working with Judy.” Alistair Donnell

“Words can’t describe how I got so much from a single session. I certainly never expected to cover the width and depth of ground we did – nor receive the profound understanding and clarity of my career direction.” Ken Way

Now, I run a successful international coaching practice, helping people all over the world to change their lives for the better.

And at the same time I’m still “me” - still a listener, still a journalist, still gathering useful information about minds, metaphor and ethical manipulation, and sharing it with the people who want to hear it.

I haven’t had to transform myself into an arm-waving, brash “Mrs Motivator”, nor an evil Bond-style villain.

I simply get more of the good things I want to happen, happening. They happen through other people, and they happen easily, elegantly, and effectively.

In this e-book I’ll introduce you to The Persuasion Paradox - so that you can start to do the same.
About this e-book

In this e-book I’ll share The Persuasion Paradox with you, so that you can put it to work.

It’s up to you to decide what to do with this insight. It is powerful.

And what difference could an increased power to persuade, to influence - even to manipulate - make to you, to your life, and the lives of the people around you?

I’m trusting you to use this information ethically: to increase the sum of human happiness while protecting our fragile world. Don’t let me down.

This book is in two parts.

First, I’ll take you briefly through the 3 Dimensions of Conversational Control. These principles are critical to the way in which real manipulation, real influence, actually works.

This information is well understood by leading influencers worldwide - but for various reasons, it is rarely talked about. It’s “hidden in plain view”.

You may already know about the 3 Dimensions - but you may not realise that you know. And that means you may not yet be steering your conversations effectively.

That’s important. Because when you control your conversations, you control the direction of your life.

Your understanding and awareness of the 3 Dimensions Of Conversational Control is essential for your to grasp the value of what follows: The Persuasion Paradox.

That’s the key to influencing other people’s behaviour from the inside out.

This is genuinely new information, which only a handful of people worldwide have yet grasped. Once you “get it”, your understanding of real manipulation shifts to a whole new level.

It will change the way you work - as long as you work with people at least some of the time. It will change your personal relationships.

And it might even change the way you think about how people think.

PLUS I’ve also included a bonus chapter, designed to take your understanding to an even higher level. Read on to find out more.
Steering the Conversation

When you are trying to persuade somebody of something, whether you are asking for a date or a discount, helping a friend to solve a problem or making a commercial sale, who is in the driving seat?

Are you a stereotypical fast-talking sales rep? Have you got the sales patter nailed down? Opening... pain... benefits... features... trial close... deal with objections... close... and like magic the sale is in the bag!

Or, perhaps, not. These days an increasingly demanding marketplace with comparison sites, social media, economic downturn and all the rest are making life tough for the old school.

Or are you the “quiet type”, stumbling over your words, overwhelmed with nerves about “selling”? Don’t even mention “cold calling”!

Scenarios spiral inside your mind. “Remember what happened last time? ... What should I say next? And after that?... What if they ask me about that? ... And what if I fail?”

I ask again.

When you are trying to persuade somebody of something, who is in in the driving seat?

When you’re talking, are you actually in control of the conversation?

You may be filling the air with noise, but are you steering, or are you even aware of, what the other person is thinking? Their thoughts could be anywhere. And the chances are, their thoughts won’t be entirely about you, or what you are saying!

If you’re busy worrying, are you steering the conversation? Are you really focussed? Or are you handing the controls to the other party?

Here’s the thing.

When you are skilled in steering the conversation, then persuasion happens naturally.

Your life becomes easier, because you - and the people around you - get more of what you want, less of what you don’t want.

Because you’ve become capable of influencing people from the inside out.

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The First Dimension: Self Control

There are at least two people in every conversation, open to being persuaded... influenced... and manipulated.

Let's begin with the person who's closest: yourself.

Sometimes self control may not feel easy! If you're busy beating yourself up for saying the wrong thing yet again, or feeling overwhelmed with anxiety, taking control of yourself can seem the hardest thing to do.

But it is important. When you are not in control of yourself, you are at the mercy of other forces. Mostly, you'll drift along, blown wherever you're blown by your own mood or by the actions of others. If, like Alice, you don't care where you go, it doesn't matter what route you take.

On the other hand, if there are things that you do want in life, you will be missing out. And you will be leaving yourself exposed to other people's persuasion techniques.

When you take control of yourself, you move into the driving seat.

You can decide what you would like to have happen in the conversation, and take steps to move towards that.

Or as Lewis Caroll put it:

"Would you tell me, please, which way I ought to go from here?"

"That depends a good deal on where you want to get to," said the Cat.

"I don't much care where--" said Alice.

"Then it doesn't matter which way you go," said the Cat.

"--so long as I get SOMEWHERE," Alice added as an explanation.

"Oh, you're sure to do that," said the Cat, "if you only walk long enough."

Lewis Carroll, Alice’s Adventures in Wonderland
Listening: The key to conversational self-control

As James Borg says in his bestseller *Persuasion: The Art of Influencing People*, “Powerful persuasion begins with the ability to hear what others are saying.”

He adds, “When people are accused of being poor listeners, it is usually done behind their backs. So they remain unaware of this major failing, which can lose them friends, work colleagues and business clients.”

When was the last time someone really listened to you, with their full and undivided attention? How do you feel about them?

And when was the last time you really listened to another person?

According to Borg, the average person speaks at 120 – 150 words per minute, but thinks at 600 – 800 words per minute. So the listener is always ahead of the person doing the talking. The listener’s mind has time to wander, to make new connections… and to start planning what they will say next.

So if you’re doing the talking, and you’re expecting the other person to be listening to you, prepare to be disappointed! When you are talking, you have no idea where their attention is going.

And for the same reason listening - really listening - is a challenge for most people.

When it comes to self control, it’s a challenge you need to rise to.

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I’d like to share a specific technique for improving your listening that has worked for me and for many other people, including my clients and students worldwide.

**STOP focussing on yourself, what you want, and what you want to say. Instead, put your attention fully onto the other person.**

When you do this, something rather magical often happens. You relax. Your breathing slows. The “chatterbox” inside your head quietens. Your anxiety disappears.

And more to the point, the other person has the chance to get a word in edgeways.

And the ability to hear what others are saying begins with this shift of attention away from yourself and towards the other person.

“A good listener is not only popular everywhere: after a while, he gets to know something.”

When you listen fully to another person, you get to find out what they want - so that you can check whether it’s what you can provide.
Are you a good listener yet?

Self-Control Challenge 1: Ask a friend to speak to you for two minutes about something important to them. Your job is simply to listen, without speaking, until the time is up, perhaps encouraging your friend with nods or “uh-huh” sounds. Even if your friend stops speaking, continue listening until the time is up.

At the end of the time, ask your friend how the experience was for her, and listen fully to her answer, before you comment on your own experience.

Then swap roles and repeat the experiment, so you have the experience of being fully listened to.

Self-Control Challenge 2: Repeat the experiment above, perhaps with a different friend or after a short break. This time, you can speak to encourage your friend to continue - but only briefly, and using only words that they have used. Otherwise, proceed as above.

Finally, pay attention to the difference between the two activities, for both listener and listenee. What did you learn?

Please drop me an email (to info@xraylistening.com) and let me know how this goes for you!
The Second Dimension: Context Control

Controlling yourself is powerful. Once you are able to shift your attention to the other person, and truly listen to what they are saying, you will have a huge advantage whenever you seek to persuade.

And there’s another elegantly simple way to get the upper hand which is perhaps even more effective: **control the context in which the conversation takes place.**

When you control the context, it’s possible to arrange things so that persuasion happens automatically. There’s no need for you to present complex arguments or handle objections. Instead, the process moves seamlessly from initial contact to final contract.

Have you ever been to a large store and come away with things you don’t actually need? That’s the power of context control.

How can context control work? Because 95 per cent of our mental processing that takes place out of our awareness. It’s that unconscious processing which largely drives our behaviour (including buying behaviour). And the “unconscious mind” doesn’t base its decisions on logic alone.

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There’s now a wealth of evidence to support the idea that people’s decisions are not entirely rational.

In his bestseller *Predictably Irrational*, Dan Ariely puts it like this: “We are pawns in a game whose forces we largely fail to comprehend. We usually think of ourselves as sitting in the driver’s seat, with ultimate control over the decisions we make and the direction our life takes; but, alas, this perception has more to do with our desires - and how we want to view ourselves - than with reality.”

Those forces are increasingly being understood. Robert Cialdini, author of the well-known *Influence: Science and Practice*, talks about “Weapons of Influence”:

- Reciprocation
- Consistency
- Social Proof
- Liking
- Authority
- Scarcity

In fact, these “weapons” are probably better understood as being natural forces, like gravity. Every persuader needs to learn to work with them, rather than against them.
Choose Your Weapons?

Like many great persuaders, Cialdini uses metaphor extensively. And he uses a slightly surprising metaphor to introduce the “weapons of influence”.

He says: “A woman employing the Japanese martial art form called jujitsu would use her own strength only minimally against an opponent. Instead, she would exploit the power inherent in such naturally present principles as gravity, leverage, momentum, and inertia. If she knows where to engage the action of these principles she can easily defeat a physically stronger rival. And so it is for the exploiters of the weapons of automatic influence that exist naturally around us. The profiteers can commission the power of these weapons against their targets while exerting little personal force. This last feature of the process gives the profiteers the ability to manipulate without the appearance of manipulation. Even the victims themselves tend to see their compliance as a result of the action of natural forces rather than the designs of the person who profits from that compliance.”

If these weapons are not in fact weapons, but actually natural principles, natural forces, what happens when someone decides not to “exploit” them? Like the tide that didn’t stop for King Canute, the natural forces of influence will carry on regardless.

**The truth is that we can’t not influence, any more than we can turn off gravity.**

And the easiest and most effective way to use these natural principles to influence people is to control the context of the conversation.

To get you started, here are a few simple examples of things you probably already do which make use of Context Control.

- Have friends nearby when approaching a potential date (exploiting Cialdini’s “weapon” of social proof)
- Offer drinks or a meal when out with someone you would like to persuade (exploiting reciprocation)
- Set up a process on your website which starts with a free gift (reciprocation) but leads, step-by-step, to the prospect buying something (consistency).
The Third Dimension: Emotional Control

So, you’re in control of yourself. You’re listening. You understand the importance of controlling the context, and you’ve begun to find ways to adjust the context so that you can expect improved results.

The third dimension is vitally important. It can give your conversations “depth” - like the difference between an ordinary movie and one in 3D.

The principles of emotional control are straightforward, but often overlooked. Simple, but not easy.

In order to really control the conversation, you need to control one other important element - the other person’s attention.

This is where the real manipulation happens. Because when you control the other person’s attention, you can control their emotions.

You can make them happy. You can make them sad. You can make them angry. You can make them feel beautiful... fascinating... sexy...

And when you can control their emotions, you can control what they actually do.

The thing is, as I’ve mentioned, people don’t always behave in a rational way. They’d like to think they do - but extensive research has shown that when it comes down to it, logic is often pushed aside by emotion.

Gerald Zaltman in How Customers Think says that reason and emotion are like partners who occasionally disagree but depend on one another for success. But it’s emotional system - the older of the two in terms of evolution - which typically exerts the primary force on thinking and behaviour. We “feel and then act” more readily than we “think and then act”.

Research shows that under the influence of strong emotion, people make choices they would never consider when in a calm, rational state. Dan Ariely reports, for example, on a rather amusing experiment which demonstrated that under the influence of a strong emotion (sexual arousal), people were significantly more likely to decide to engage in risky behaviour (not using a condom).

Clearly, emotions are important. And of course different emotions will produce different responses. Certain emotions will make a girl more likely to go out with you: different ones will make her buy a particular brand of shampoo. It all depends on the context. But the skill of influencing emotions applies across all kinds of conversation.
Emotional Control

So, how can you direct a person’s attention in order to influence their emotions?

By asking questions.

Questions are spectacularly effective at capturing and directing people’s attention, and so manipulating their emotions.

What happens when somebody asks you a question? Do you “go inside” and look for your answer? For most people, most of the time, that’s what happens.

Questions have an almost hypnotic effect. When someone is asked a question, they can’t not think about their answer - even if they don’t reply out loud.

And there are bonus effects, too. Questions, combined with listening to the answers, can also be used to deepen rapport and trust.

And at the same time, questions are very effective tools for gathering information. “A good listener is not only popular everywhere, but after a while he gets to know something.”

What kind of questions should you ask in order to manipulate emotions? The key is to use questions which keep the person’s attention focussed on themselves, on their thoughts, opinions, experiences... and on the emotions that accompany those experiences.

For example, if the person had a bad day at work, asking them questions about how it was bad is likely to make them feel bad.

If a person is telling you about their fabulous holiday and how relaxed they felt, asking them questions about it will probably make them feel relaxed.

But pay attention! Only by listening and watching carefully will you know what effect your questions are having on the person.
Which questions are best?

Many different questions can be used to direct attention, and so control emotion? Even the much-derided TV journalists’ standby, “How do you feel about...?” is surprisingly effective.

But for precision, it’s difficult to beat two questions devised by that little-known Kiwi psychotherapist I mentioned earlier, the late David Grove. His system, Clean Language, was specifically designed to keep his clients’ attention on themselves and their own experiences, rather than drawing attention to the therapist.

So the Clean Language Questions he used are particularly valuable when you want to direct a person’s attention in order to control their emotions.

The two most effective of his questions have been nicknamed “The 2 Lazy Jedi Questions” (because they help you channel The Force!)? They are:

- What kind of X (is that X)?
- Is there anything else about that/X?

The “X” represents a slot into which you put one or more of the other person’s words. That means that in order to use these questions, you have to listen carefully.

In this short e-book, space doesn’t allow me to give a full explanation of how or why these questions work, or how best to use them to direct attention with pinpoint accuracy.

But there’s a lot in those two simple sentences.

For example, when you use the 2 Lazy Jedi Questions, you use the person’s own words. As you may have noticed when you took the second self-control challenge, people’s words are important to them. By using their words exactly - “parrot-phrasing” - you demonstrate that you’ve really been listening. When you use their words exactly, they feel respected and acknowledged. It seems to them that you truly understand them.

And using people’s own words back to them can be profitable! In a recent piece of research, it was found that a waitress increased her tips by 70 per cent simply by repeating the customer’s order back to them, in their words, rather than saying “okay” or “coming right up”.

When would be your next opportunity to experiment with asking these questions?

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Using The 3 Dimensions

You can control people’s emotions. I hope those words rang alarm bells in your head.

The fact you’ve read this far means that you are probably comfortable with the idea of persuasion, influence and/or manipulation, at least in principle. Perhaps you believe that persuasion, influence or manipulation are appropriate in certain circumstances.

Perhaps you agree with me that we cannot not influence the people around us, and that taking conscious control of that process - what I sometimes refer to as manipulation - is actually more ethical, more honourable, than pretending we’re not influencing.

Used together, the 3 Dimensions of Conversational Control can be very powerful. Even putting your attention on just one of them will make a big difference.

I hope it goes without saying that these techniques should be used with awareness of the possible consequences, and of the moral context. To borrow a phrase from Google, “Don’t be evil”!

When you take control, you take responsibility. That means that as you ask questions which direct attention, and which therefore control people’s emotions, you have a responsibility to stay alert.

It’s your job to maintain your own state, to keep your attention on the other person, to take note of what they are doing and saying, and to respond accordingly.

As you explore the 3 Dimensions of Conversational Control, you’ll soon become aware that you can’t accurately predict how people will respond to your questions. Every person is an individual, and will respond to you as an individual.

Once you start to probe beneath everyday, conventional exchanges, you may discover that still waters run very deep. So pay attention! Be prepared to change course as necessary.

When I train people in these techniques, I show them specific questions which they can use to switch people’s emotional state in a moment. I teach them to direct questions with pinpoint accuracy, to specific aspects of a situation, or to how it relates to the person’s whole life. I teach them “rules” about which question to ask, and when, in order to get more of the results they want.

I can’t provide much detail in this short e-book, but I often include sections of this information on my blog and in my weekly newsletter. And read on for an opportunity to learn Clean Language online, free.
The Persuasion Paradox

As I mentioned, I’m an expert in the work of David Grove. I co-authored a bestselling book, *Clean Language: Revealing Metaphors and Opening Minds*, about the technique he devised. I’ve used it extensively with individuals and businesses around the world, to help people achieve great clarity in their thinking, and surprising and life-transforming insights.

At the same time that I was mastering Clean Language, I was investigating sales and influence, and looking at the psychological ‘tricks’ used by the best in the business.

Now, David Grove did not intend his technique to be used for influence, persuasion or manipulation. In fact, he believed it was most effective as a therapy - most influential - when the person using it was not trying to influence the other.

As far as I know, he never realised the paradox inherent in his work. The Persuasion Paradox. The paradox that has allowed me to influence people from the inside out.

The leading experts in persuasion all agree that the most effective way to influence somebody is not to “try to influence” them by talking at them.

It’s much more effective to listen to them, so that you find out what they want.

So in fact by seeking to “not influence” Grove was being as influential as possible!

Using his Clean Language questions, he was controlling his clients’ attention. He was controlling their emotions.

And that means he was influencing what they actually did more effectively than if he’d set out to influence them.
The Persuasion Paradox

The Persuasion Paradox is as simple - and as complex - as that.

When you *try to influence* by talking, you will fail. The more you try *not* to influence, the more influential you will become.

When you push people, they push back. But when you stop pushing... things shift.

How can you apply this insight?

What difference will it make to the way you relate to other people?

If you’re a fast-talking salesman... slow down and *listen*. At a stroke, you’ll raise your pay grade. Instead of selling only fast-moving, low-value items, you can move into high-value consultative sales, becoming a trusted advisor to your clients.

If you’re a coach, teacher, counsellor, or other people-helper, an awareness of The Persuasion Paradox will make your life easier! Instead of needing to know all the answers, you can draw the wisdom from your clients. Change happens more easily, because solutions come from within.

And if you *have* to sell but it’s been a struggle up to now, this could be the most liberating idea you’ll ever read. You *don’t have to sell*. You have to listen - until you find the people who want what you have to offer.

Take a moment now to consider some of the situations in which you might apply these ideas. Make a note of two or three.

Now, which of those would provide a low-risk environment to try out something new... ideally today?
Conclusion

In this e-book I’ve shared some of the key building blocks of real manipulation.

I’ve shown you the 3 Dimensions of Conversational Control:
• Self Control
• Context Control
• Emotional Control

And I’ve revealed The Persuasion Paradox: the more you try not to influence, the more influential you will become.

You have the essential pieces - and you’re probably already putting them together for yourself in your mind’s eye.

However, there is more to know - and considerably more to do. it’s not just about having the information. It’s enough to think about it. It’s about doing something with it.

What needs to happen for you to take action? Because until you use these ideas in real life, you’re not in control of the conversation.

And remember - read on for an opportunity to learn Clean Language online, free.
SPECIAL BONUS CHAPTER

The Fourth Dimension: Metaphor

Space had three dimensions... until it was realised that there was a fourth dimension, time. It’s of a slightly different type to length, width and depth - but it makes sense of the observed universe.

And when it comes to Conversational Control, there’s also a fourth dimension.

Again, it’s one the David Grove had firmly in his sights.

The fourth dimension of Conversational Control is metaphor.

And understanding of metaphor takes everything I’ve mentioned in this book to the next level. You can use metaphor to control, and to understand, yourself. You can use metaphor to control the context of a conversation. And you can use metaphor to direct people’s attention, directing and controlling their emotions at a very profound level.

What’s a metaphor? It’s a figure of speech - and a feature of cognition - in which one kind of thing is compared to another kind of thing. When someone is described as a “big thinker”, for example, it usually doesn’t mean that they are literally large, or indeed that their thoughts are large. Do thoughts literally have size? We’re comparing the person and his thoughts to something large, probably to emphasise importance.

You probably know that great since the time of Aristotle and beyond, great teachers, statesmen, artists and religious leaders have used metaphors to capture our hearts, while great salesmen, marketers and gizmo-makers use them as a fast-track to our wallets.

It’s well known that a great metaphor will bring a piece of writing, or a presentation, or an advertisement, to life, engaging people’s emotions.

What’s increasingly being recognised is that metaphor is not just an embellishment added to spice up a piece of writing or to make a presentation more interesting, as the Victorians believed and as you may have learned in school.

The truth is, we think in metaphor. Our bodies and our unconscious minds are constantly comparing one kind of thing to another kind of thing, without us being aware of it.
Your body thinks

Yes, it's true. Human beings actually do a lot of their unconscious “thinking” using their bodies. Certain factors in the environment will affect their thinking and their behaviour in very specific ways, without them being even slightly aware of it. For example:

- Holding a warm drink will make someone feel “warmer” towards a new person they meet
- Being asked to hold a heavy book or clipboard will make them think of the owner as important and serious (heavy)
- People working in small, low-ceilinged rooms are more effective at detailed planning, people outdoors do more “blue sky” thinking.

A colleague recently used this information to improve the results achieved by a large City investment firm. The meeting room in which important negotiations took place had a large window with a view of the sky on one side, a blank wall on the other. Through thoughtless habit (and perhaps because of the position of the door), clients were always seated so that they faced the blank wall.

My colleague suggested that when the company met with people in circumstances where “blue sky thinking” and opening up to possibilities would be advantageous, they should be seated facing the window. The effects were striking, with many more deals being done.

Context control of this kind works because our bodies “think” in metaphor - by comparing one kind of thing to another kind of thing - and use these metaphors, at an unconscious level, to guide our behaviour.

As James Geary says in his 2011 book *I Is An Other*, “Metaphorical thinking - our instinct not just for describing but also comprehending one thing in terms of another, for equating I with an other - shapes our view of the world, and is essential to how we communicate, learn, discover and invent.

“Metaphor is a way of thought long before it is a way with words... Its influence is profound but takes place mostly outside our conscious awareness.”
A Window On The Unconscious

The metaphors in our thinking spill out in our language. And as a result, everyday language is awash with metaphors – something like six per minute, depending what you include.

It can take training and practice to notice these spontaneous metaphors as they emerge - but take a second glance at any piece of text, such as this e-book, and you’ll soon notice many more instances of “one thing described in terms of another”.

Everyday language is awash with metaphors for the same reason that metaphors have emotional impact, because metaphor is the native language of the subconscious mind.

Scientists across a range of disciplines are increasingly becoming aware of this, and excitedly exploring this discovery and its implications. Who’d have thought that we feel “warmer” towards others after holding a hot drink, or take things more seriously when holding a “weighty” clipboard?

Or that when we hear someone talk about having a “rough day”, it’s the parts of our brains that handle sensory information which light up, rather than the areas which specialise in language?

But here’s a further insight that came to me as I studied Clean Language in parallel with influence, persuasion and manipulation techniques.

It’s an insight which few, if any, of the researchers have yet grasped.

• The metaphors people use in their unconscious “thinking” are unique to each individual - as unique as their fingerprints
• Because the metaphors people use in their unconscious thinking spill out in their words, paying attention to the metaphors in people’s words can provide a window into the unconscious mind
• Through that window, you can direct attention to a person’s most powerful emotions - and so control their behaviour from inside them.

All metaphors can be persuasive. But the most persuasive metaphors of all are a person’s own, unique, and largely unconscious metaphors.

Get your hands on them and... did I mention that I am trusting to use this information ethically?
Opening The Window

So, how is it possible to open that window, and gain access to the individual metaphors which are subconsciously driving a person’s thinking, their emotions, and their behaviour?

By using Clean Language.

As you may already be aware, there are various training courses in Clean Language available. Typically, you’ll be advised to take ten days of training to become a Certified Clean Facilitator, with advanced training also on offer. These courses can have great value, particularly if you are a counsellor or therapist.

However, at the time of writing, none of these courses are explicit about the relationship between Clean Language and influence that I’ve described in this e-book. Indeed, many of the people running the courses would strongly disagree with what I have written here: they hold to David Grove’s original line that it is important not to try to influence people, and disregard the inherent Persuasion Paradox.

I think that means you, your family, your colleagues, your clients and potential clients, in fact all the people you come into contact with, are missing out.

Most of us have to make a living - and would love to make our living from doing what we love. To achieve that aim, we need to bring other people along with us.

And so we need to be effective at really manipulating people: guiding their attention in such a way that we find a win-win solution, overcome both conscious and unconscious barriers, and so actually move forwards towards it.

Which is why I’ve written this e-book to share these ideas with you - and why I want to help you to develop real expertise in these skills.
Developing Expertise... An Invitation

My dream is to support people who care about minds, metaphor and real manipulation, so that they make a positive difference in the world.

So I’ve launched a new online learning programme based on the ideas in this e-book.

It’s an opportunity to learn Clean Language online, free.

You’ll learn how to become a better and more effective communicator. If you’re a coach, consultant, teacher, trainer... if you work with people in any part of your job role, you’ll become better at what you do. You’ll deliver better results, more consistently.

And when you’re better at what you do... and you deliver better results more consistently... you’ll improve your status, your income... and your relationships.

To take up this opportunity to learn Clean Language online, free, go straight to learncleanlanguage.com

I look forward to listening to you very soon!

Judy Rees
X-Ray Listener
About The Author

X-Ray Listener Judy Rees is co-author (with Wendy Sullivan) of *Clean Language: Revealing Metaphors and Opening Minds*, and the creator of a number of e-books and videos, including *Clean Language at Work, Intelligent Influence*, and *The Mind Readers’ Guide To Metaphor*.

She uses her knowledge of metaphor and ethical manipulation in coaching clients worldwide to achieve crystal clarity about their direction - and to take the necessary steps to achieve practical results.

She writes [www.xraylistening.com](http://www.xraylistening.com), a popular blog about minds, metaphors and ethical manipulation, and contributes regularly to Rapport magazine.

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