



Positive Persuasion: Using the Principles of Influence in a Positive Way

By Robert G. Allen

How do you persuade people to your side? Have you ever needed that? Have you ever needed to encourage somebody or inspire somebody or motivate somebody or persuade somebody or sell somebody on your ideas and the things that you believe? We've all had an opportunity to do that.

The first part of persuasion is that it always starts with you. If you can't persuade yourself, if you can't trust yourself, or if you can't esteem yourself, then why should anybody listen to you? If you CAN yourself, and if you CAN esteem yourself, if you CAN value yourself and your message—then people will value you.

Not only do you have to trust yourself and esteem yourself, you have to esteem whatever it is you're trying to market. So, do you esteem yourself? Do you esteem your product, your service or your idea, and do you esteem the person that you're talking to? Your persuasive message needs to be more clear, more precise, and more certain.

When you're a source of certainty in a sea of confusion, you're like a lighthouse in the middle of the fog. That bright light breaks through a lot of the fog for those ships that floating out there in a very dangerous ocean.



If you're the lighthouse, people will be attracted to you because you're a safe place. The lighthouse warns them to be careful, to watch out. Your job is to be source of certainty, a beacon of light, to the people around you, and that means, if you're not certain about your message, then the lighthouse isn't really doing its job. When you are clear and certain about your message—if you trust it, believe it and are passionately convinced about it—then, the lighthouse is working.

To persuade others and yourself, you need to have a clear vision of what you want. The first step is to persuade the critical voice inside your own mind to be silent. Can you persuade your critical voice, that incessant, nagging voice that we all have at some level? If you ever find yourself being dissuaded from moving towards your dreams, more than likely it's that nagging part of you that doesn't want you to succeed.



You have to persuade that part to be quiet, to leave you alone and to let you succeed. All of us have our own ways of speaking to ourselves. If we are not congruent, it means that part of us is not buying it.



How do you become congruent in your message? You connect yourself to the times in the past when you've been a winner. Then, you connect yourself to your future dreams. The critical voice cannot live in an environment of that kind of positivity. Positive thinking is kryptonite to the critical voice.

People don't buy products, they don't buy services, and they don't buy ideas. What they "buy" are people they trust. The first preparatory conversation about any kind of persuasion is about trust in yourself and then trusting the person that you're talking to—trusting them.

Remember, the conversation you're having is, first of all, with yourself, but you're also having a conversation (it's an invisible one) with that little critical voice that's in their mind.

It is not only your job to convince yourself to turn off your own critical voice, but it's also your job to speak to the true voice in the person you're talking to, to allow them to tap into that true voice, to believe their true voice, and to see their dreams and their visions.

You have to esteem in them the good that is inside of them, to esteem in the person you're talking to all the past good things they have done in their life and all the dreams they have for their future. Reconnect them to their dreams, in their hearts and minds, and get them into, what Tony Robbins would call, a better state.

You've got to be able to say words, to create images and to tell stories that would cause that person to find themselves moving into their better self. If you can get them connected to their dreams, they will find it easier to make decisions. Your job is to persuade them to step into their vision of themselves in the future, to step into their better life, and to imagine a better way of being.

Your job is to persuade people to believe that a better way of being is good and it is possible, and that whatever product, service or information you're sharing with them is going to help them become the person they were destined to be.

- Robert Allen



Economic Solutions Found in What You Already Know



How do you create prosperity in your life, quickly? **What is *Your* fastest path to profit?** How do you make money from what *You* love? If you're going to be making money, don't you want to do something that is fulfilling your destiny in life, something that you were born to do? Wouldn't you like to be what I call a profitable servant — serving in your way, profitably, using your gifts and talents to make your life better and the world better? That's what it means to be an Enlightened Entrepreneur — to enlighten the world while at the same time helping yourself.

You need to recognize what you are naturally drawn to. To help you find your Purpose Path, answer the following questions: **What ideas and goals do you gravitate toward? What things in life do you find priceless?** What is “work” for you and what is not “work” for you? Is there something that you when you do it, you lose all sense of time?

We are each given particular talents, tendencies or interests as part of our divine DNA, so that we may learn how to magnify them. The sooner we find that true path, the faster we generally will make profits from striving to be the the world expert in that area. **You can turn your hobbies into a business which *makes* you money instead of *costs* you money.** Look for the things in your life that you are passionate about and for ways to share your passion with the world. It's true that many people won't share your passion, but there are definitely those who do. They are eager to invest time, money and resources to learn more about it.

Three things make up your Purpose Path: 1) Your values —the things you find important, 2) the talents that you already have, and the things you're good at, 3) Your passions — the things that you love to do. Mix those together in some form and create a product, service or information around it that you can market to the world. Another way to profit from your passion is to find someone else who has already created a product, service or information around it and become their salesperson, associate, affiliate, distributor, or franchisee.



The difference between an amateur and a professional is that the professional turns their same interests into a money-making venture. You are naturally drawn to certain passions, and this is your fortune hidden in plain sight. It is your unique gift, to find financial freedom through helping others.



Imagine that you have just inherited 100 million tax-free dollars. Using the blank check template (included at the end of this report) start writing some Possibility Checks. Let your heart guide how you would “invest” your money. You would probably start with paying your debt and then you would probably spend your fortune on something nice for you and your family, but then what would you choose to spend your money on? Would you use your inheritance to be a source of good in the world? Would you invest your fortune in growing income streams? Start writing Possibility Checks to fill your goals, dreams and desires.

This exercise forces you to contemplate what is important to you in your life. It will show you where your values are.

You now have 2 goals: 1- To become the expert in the areas where your true passion lies and 2- Find the

people in the world who are already writing checks for the things that are important to you. Make a connection with them and then get them into your database. They come to you because you are the expert, and they are your fans. Study, research, organize and simplify how to become a world-class expert.

You can discover or *uncover* the areas in your life which should be monetized. Focus on what you already know and love, and take action using these resources – right now!

-Robert G. Allen

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