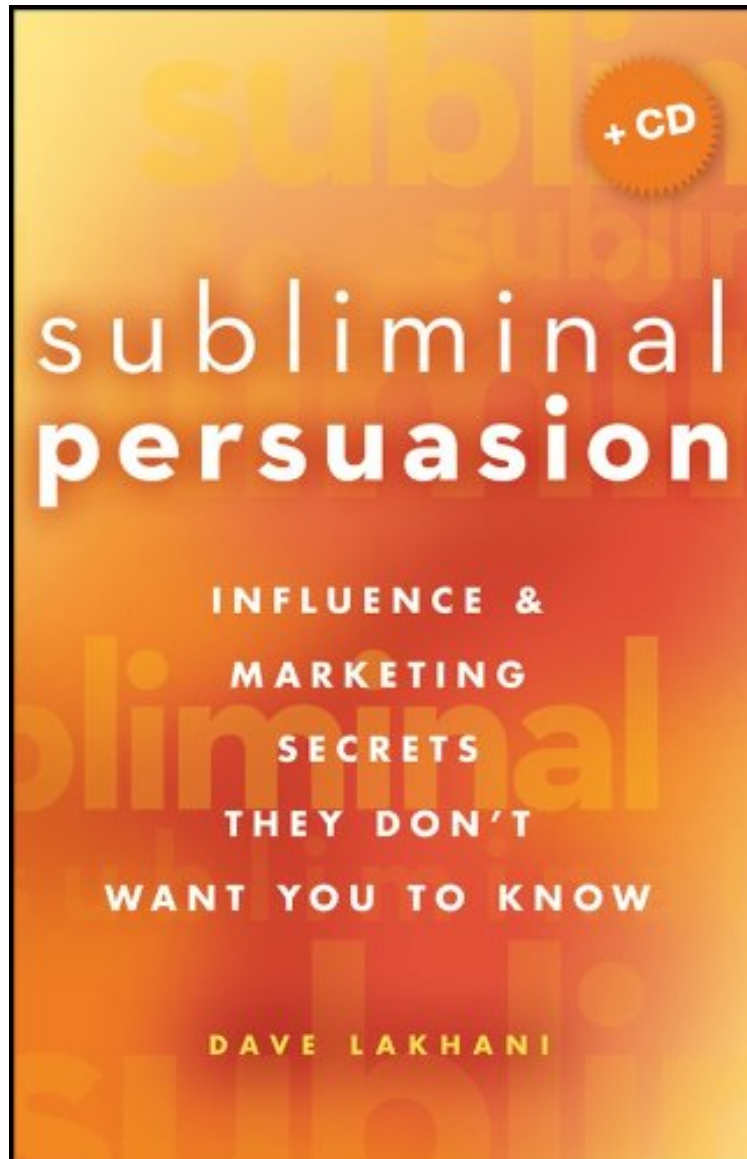


Subliminal Persuasion: Influence Marketing Secrets They Don't Want You To Know

Dave Lakhani

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Dave Lakhani : Subliminal Persuasion: Influence Marketing Secrets They Don't Want You To Know before purchasing it in order to gauge whether or not it would be worth my time, and all praised Subliminal Persuasion: Influence Marketing Secrets They Don't Want You To Know:

1 of 2 people found the following review helpful. Subtle But Effective By Rachna D. Jain As someone who has read all of Dave's books, I would have to agree that this is his finest work to date. This book gives a step-by-step roadmap and

process anyone can follow to become more persuasive. The difference between this book, and Dave's first one: *Persuasion: The Art of Getting What You Want* is that this book is much more subtle, though no less effective. It is possible to become subliminally persuasive, and to have people adopt your opinions and viewpoints without any direct or overt recommendations. The methodology for accomplishing this is in this book. Like any other technique, these can be used for good or evil. But, whether you use them or not, you need to know about them. We are constantly being persuaded by subliminal means everyday. And, in this case, ignorance is not bliss. As a small business owner, these techniques are particularly crucial for getting your business noticed. You'll learn how to use the power of endorsements very effectively, for instance- and how to create lots and lots of social proof. This means that your customers or prospects practically sell themselves on your product or service. Result: more money, with less work for you. This is not the kind of book you can read once and "get it." You need to read it once, let it sink in, and then go back and read it again. If you really want to master it, read it the third time- and then, APPLY what you've read. No book will work unless you implement what you've learned. I've been able to use several of these techniques in some sales meetings I've recently had, and my outcomes have been very good- with much less effort. I suggest reading both *Persuasion: The Art of Getting What You Want* along with this book. You can never be too persuasive. 1 of 1 people found the following review helpful. Great book to read By Capt. Dye This book is excellent for the person just starting out in business and want to understanding the importance of marketing their product to the public. 4 of 6 people found the following review helpful. Deceptively Powerful Persuasion Handbook By April Braswell Remember reading about how the communists infiltrated and spread their message SO effectively and yet... covertly? And next thing you know? they have a movement and a few countries. It was a little bit scary to read that and know that. Reading *Subliminal Persuasion* is like that. Just a little scary to see own Power and leverage it. Dave Lakhani is clearly carving out a name for himself a significant force to be reckoned with and he does so with style. Every single chapter, I read it, and I could recognize that tactic being leveraged by * Ad Agencies - Online and Off * Biased Media * Secular Humanist School System * Religious movements So I KNEW its veracity. And was also, well, frankly, almost faltering to confront myself with you have a loaded gunno really you have a loaded gun there is no escaping it. Either leverage it for good and what we truly want to influence other for. Or just become part of The Masses and move with the sheep. We all ARE being persuaded, and we all are persuading. So choose. And take responsibility for it. Lakhani's chapters on *Creating a Cult Following and Seduction* I found riveting. And because he was SO generous in instructing us precisely what to go do, tactics, I think we could almost miss the sheer power of what he is giving us. You might read part of it and be thinking, "Oh, I'm supposed to dress well..." like it's another Sales book covering the essential fundamentals. But instead Lakhani brilliantly challenges us at the same time. Who do you want to be? Whom do you want to influence? Do you REALLY? because WITH that level of Cultic Leader and Master Persuader, which Lakhani surely IS, comes massive responsibility. Will you take it on? Or stay with the sheep? Myself, I'm taking it and indeed, loving the effect.

If you're an entrepreneur, salesperson, advertiser, or business owner, understanding the art of subliminal persuasion will give your bottom line a big boost. In *Subliminal Persuasion*, master marketer Dave Lakhani reveals in step-by-step detail the exact techniques that really work in persuading and influencing others. It's not about lying or tricking anyone. It's about know what will appeal to people and how communicate that appeal effectively, profitably, and ethically. This is marketing that really convinces.

From the Inside Flap Every day you make purchasing decisions based on unconscious beliefs and biases you don't even know you have. Great marketers and persuaders know how to convince you to buy a product without you even knowing it. You can choose to believe you're immune, but you can't choose not to be persuaded. The power of subliminal persuasion can move markets and control consumers; and that's a fact. But how? If you're an entrepreneur, salesperson, advertiser, or business owner, understanding the art of subliminal persuasion will give your bottom line a big boost. In *Subliminal Persuasion*, master marketer Dave Lakhani reveals in step-by-step detail the exact techniques people use to secretly persuade and influence you. Now it's your turn. In no time, you'll have the power to broadcast your message into a convoluted, competitive marketplace, leveraging the tools of mass influence to motivate the masses to profitable action. In a market so overstimulated and oversaturated with irrelevant consumer messages, how valuable would it be if you could slip under the radar of consumer consciousness and cause a group of people to take the action you want them to take? *Subliminal Persuasion* will walk you through the Consumer Seduction Process and teach you all the latest techniques for leveraging the emotions, beliefs, and desires of your audience to move them in any direction you want; effectively, profitably, and even ethically. And these techniques aren't just for salespeople and business owners. No matter who you are or what you do, the ability to persuade people instantly is a powerful tool in the arsenal of anyone who deals with people in any meaningful way. Look inside and learn to create contagious marketing messages, control the emotions of your prospects, master the subliminal power of words, and harness the media for your own purposes. *Subliminal Persuasion* is what happens when science meets seduction. This book is your guide to the techniques jealously guarded by ad agencies, politicians,

and the world's best marketers. Once you've opened your eyes, you'll never see marketing the same way again. From the Back Cover Praise for *Subliminal Persuasion* "If you want to understand how to give your messages persuasive impact, this book gives you the right tools at the right time. Persuasion = profit, and this book is your guide." —Chet Holmes, author of *The Ultimate Sales Machine* "I love this book — Dave has broken down the psychology and subtleties of subliminal persuasion and made them profitably accessible, so you can leverage it in your own sales and marketing efforts." —Joel Bauer, author of *How to Persuade People Who Don't Want to Be Persuaded* and *Gravitational Marketing: The Science of Attracting Customers* "Dave Lakhani reveals secrets that are making ad agencies salivate. These tactics should only be studied by those who aren't intellectually squeamish or intimidated by being brutally effective." —Ben Mack, author of *Think Two Products Ahead* "Dave Lakhani has written the first original work on subliminal persuasion that I have seen in years. Part of me wishes he wouldn't share this information with the rest of the world, so I would be the only one with access to it!" —Michael Lovitch, CEO, Hypnosisnetwork.com "Dave teaches you the fine art of consumer seduction and subliminal persuasion in a way that will change how you approach sales and marketing forever. If you want results read this book!" —Glenn Dietzel, CEO, Awakened LLC, and author of *Author and Grow Rich* "The psychological techniques of subliminal persuasion Dave Lakhani reveals in this book are sure to move people to action without them even knowing they've been influenced. These persuasion tools are amazingly powerful and easy for anyone to use." —Dr. Mollie Marti, author of *The 12 Factors of Business Success: Discover, Develop, and Leverage Your Strengths* About the Author Dave Lakhani is President of Bold Approach Inc., the nation's first business acceleration strategy firm. He is an in-demand speaker worldwide on the topics of marketing, sales, persuasion, influence, rapid ideation, consumer seduction, and business acceleration strategy. He is also the author of *Persuasion* and *The Power of an Hour*, both from Wiley. For more information, visit www.howtopersuade.com or www.boldapproach.com.