

MIND MAGiC

The Secret To Influencing Others



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Introduction

Has this ever happened to you?

It's been days since you've come home from a grueling interview for a job you've been dying to score, and you've been waiting with bated breath to hear from them, only for you to receive an email one fine morning that starts with, "Thank you for having taken the time to come down for our interview. However, we have decided to go with another candidate with more experience..."



Chances are, you've received such emails before, and boy it never feels good, does it?

Maybe you think it's just your luck. But what if it isn't? What if that failed job interview, that hot girl at the bar who rejected your advances, that fruit seller at the farmers' market refusing to give you a discount, what if all that was due to something more than just plain old luck?

I'm going to tell you the truth right now, and it's going to hurt.

That guy who scored your dream job? He doesn't have more experience than you. Heck, he might even be less qualified than you.

So how did he land the job? Simple. He has that one thing you lack: the power of INFLUENCE.

What exactly is influence?

At the risk of oversimplifying the concept, influence is really "mind magic." It's the ability to not only successfully sell yourself and your perceived value, but it's also the almost magical ability to get anyone to do anything for you, even at their expense.

You've no doubt seen or read about some of the most influential figures in history, and how most of them used their powers of influence to achieve something historically monumental. Some inspire. Some terrorize. But what these figures have in common is that they all seem to have the ability to influence the minds of many to do their will.

How would you like to possess this incredible power? How would you like to be so powerfully influential that you'll have people eating out of your hands, doing anything and everything you want them to, and then even THANK YOU for giving them the opportunity to do so?

Well you're in luck, because in this book, you're about to discover the secrets of influencing others through the "mind magic" of influence.

Whether you're trying to persuade your potential employer to give you that dream job, or whether you're trying to score a date with that hot chick, this book has you covered.

Now, let's get to it, shall we?



First Impressions: Influence Begins With You

I want you to picture something for a second.

Imagine a slob of a guy walking up to you and introducing himself to you for the first time. His hair is unkempt and greasy. His dirty, button-down shirt isn't tucked into his dust-covered pants properly. He's perspiring profusely, and doesn't look like he cares enough to wipe the perspiration that's dripping down his face.

Oh wait, he does wipe it off... with the palm of the hand that's extended out to you as he offers you a handshake. He doesn't offer a smile with that handshake, just a sort of a cross between a mean scowl and disdainful leer.

Then he asks you if he could borrow your cellphone because he needs to make an important phone call.

Would you be willing to shake his hand, much less lend him your cellphone?

I doubt your first thought would be, "Sure! Why not?" The truth is a lot of us judge one another by appearances. We like or dislike someone based on a specific set of unconscious processes, and a lot of these processes has to do with our five senses.

We see someone unkempt, we associate them with a trait of laziness. We see someone with a seemingly permanent scowl, we associate them with a permanent case of the grumps. We see someone decked out in a nice, expensive suit coming out of a luxury sports car with photographers scrambling for a photo op, and we associate them with fortune and fame.

What I'm trying to get at here is that first impressions count.

Making a great first impression is vital, because it's a way for you to say, "Hey, I'm awesome, and this is what I need you to do."

Okay, so you don't LITERALLY tell them that unless you want to blow your chances of being influential. There are many ways for you to tell the person you're talking to that you're someone awesome, someone trustworthy, someone they can connect with, someone they won't mind helping out. The best way you can achieve this is by making a great first impression.

How people see you, how you speak, how you act around people, that all matters. The first impression you make on a person determines whether that person is going to give you their attention to begin with. If you don't capture their attention from the get go, how are you going to influence them in the first place?

The Law Of Association applies here, and is never truer when it comes to influence. You need to associate yourself with the idea that you're someone trustworthy, someone who deserves the attention of whomever you're speaking to. So how exactly can you give off the impression that you're worth everyone's time and attention?

Simple.

Just SMILE.

The simple act of smiling accomplishes four very important goals toward establishing a great first impression.



#1: Confidence

When you smile, you're basically telling the other person, "I'm at ease with you, my surroundings, and myself. I have nothing to hide from you that I need to be nervous about." That edge of confidence gives the other person the assurance that they're speaking to someone trustworthy, and not someone who has ulterior motives that might put them at a disadvantage.

#2: Happiness

It goes without saying that smiling conveys joy. I don't know about you but I don't know many people who would be willing to give the time of day to someone who looks like

they're about to burst into a rage of some kind. Would you want to interact with anyone who might seem like they're not in a pleasant mood? I don't think you would. So put on a smile on that face and show the world that you're pleasant to speak to.

#3: Enthusiasm

What if someone were to walk up to you and look disinterested when he starts talking to you? His entire demeanor becomes dismissive, and almost bored from the time he shakes your hand to the time he asks you for a favor. Would you be interested in doing him any sort of favor (apart from maybe telling him to go find someone else who's interested in putting up with his bored self)? I doubt you'd be interested in speaking to him at all. So smile, show some interest in speaking with whoever you're speaking to, and you can be sure that they'll show interest in what you have to ask of them.

#4: Acceptance

Now this is the most important goal you'll need to achieve when trying to make a great first impression. A warm, genuine smile conveys acceptance toward the person you're speaking with. Acceptance is important because it lets the other person know that you accept them as who they are. Once you accept them for how they are, not only would they be more likely to accept you as you are, but they would also be more accepting of what you have to ask of them.

A simple smile goes a long way in helping you build rapport with the person you're trying to influence.

But a smile is just a small part of the entire influence "mind magic." Another important tactic you should use when trying to establish a first great impression and influence someone's mind is to expose them to positive words.

For example, if you're applying for a job, be sure to include positive adjectives into your resume. Words like **assertive**, **decisive**, **determined**, **energetic**, **enthusiastic**, **passionate**, and **resourceful** tend to give your prospective employer a more positive image of you to work

within their mind. Use **strong, specific, and positive language** to drive home your talents and abilities to your prospective employer.

Sure, you could tell them who you are and what you've done prior, but you need to prime your prospective employer (who might very well be your interviewer) into associating these strong, positive traits with you. They might not think much of your previous accomplishments but if you embed these positive traits into their minds just before they interview you, they're more likely to form a positive image of you in their mind.

So how *do* you ace the interview for that dream job?



Influencing A Job Interview

If you made it through the door for an interview, congratulations. Now here's where it gets a little challenging. This is the point where making a great first impression counts the most, because in all likelihood you're going to meet your prospective employer for the first time. So be sure to smile when you introduce yourself, and give a firm handshake that conveys your confidence, enthusiasm, and happiness at having been granted the opportunity to sell yourself as the perfect candidate.

As for the interview itself, you'll do well to adhere to these simple tips:

Tip #1: Dominate, Don't Domineer

If you come across too submissive in your interview, you may very well be killing your chances of landing the job. But just because an employer isn't looking for someone with no backbone doesn't mean you have to come across as someone domineering who's going to go against his employer's authority every chance he gets.

Consider the following:

Don't ask all the questions

Remember, you're there for an interview, where you're the one who needs to be answering questions instead of the one asking them. Know when to speak up, and know when to listen. When you're the one asking the questions, you're actually controlling the interview and being domineering. No employer enjoys losing control of an interview that they took precious time out of their busy day to set up. You can still seek to clarify certain things, but be sure to wait till you've come to the end of the interview and given the opportunity to raise your concerns.

Don't be Mr. Smarty Pants

You're smart. Maybe smarter than everyone else you know. But where confidence can get you the world, cockiness is going to get you a swift boot to your behind, especially in situations where you're the one seeking employment. There's a difference between being

self-assured and downright cocky. No employer wants to be made to look and/or feel stupid, so refrain from bragging about how you're in the top 5 percentile of Mensa and how you can probably run the company better than the guy interviewing you.

Don't sell your autobiography

As awesome as your life is, don't be tempted to go into a long spiel over your entire life story. You have to keep in mind that most employers don't care about a candidate's personal life at the point of the interview. They're not looking to hire based on how great or how sad your life is. They're looking to hire the best person for the job. They don't need to know your whole life story to determine if you're the right person. Heck, if you can't convince them that you're the right person by answering their questions, you're never going to convince them by telling them your life story. Keep your answers short and sweet, maybe a minute for brief elaborations, and three minutes for more comprehensive answers. If your interviewer is interested, they'll let you know. Otherwise just answer the questions and look interested to answer more.

Tip #2: Do Some Research

By the time you make it to the interview, your prospective employer would have known quite a fair bit about you; your address, your contact details, your qualifications, your education background, and your past work experiences. What do YOU know about the company you might end up working for? Or better yet, what do you know about the



employer interviewing you?

For example, you might research the company to find out a little more about the company culture, and you might find out that the guy who's conducting the interview is a Lakers fan, judging by the shirt he's wearing in the picture of a recent company sports event. You could slyly make a positive, maybe even humorous mention of the Lakers at some point in the interview ("Where do I see myself in five years? Hopefully courtside at a Lakers game. I'm kidding. I know you meant here in the company...").

Or maybe you found out through the staff profiles on their website that your interviewer graduated from the University of Texas. If you graduated from that very university, make a casual mention of it ("Well as you probably already know, I'm a Longhorn myself, so..."). Or if you're not from there, you could flatter your interviewer by expressing a hint of envy at not being able to be a part of the prestigious university he's from ("You know I actually tried being a Longhorn myself? Things didn't work out the way I wanted though...").

Of course, the key here is to be subtle about it, and not come across like you're a crazy serial killer stalker, rattling off the interviewer's personal information that you got off Facebook or some other social network.

Take the time to look into the job you're applying for, so you're not blindsided by questions about the job during the interview. After all, it would be embarrassing if you looked shocked at the mention of having to do cold calls when it's really part of the job you're applying for. Knowing what you're in for would also go a long way in influencing your prospective employer's decision of hiring you, because you'll be able to impress him with your answers of how you're going to approach the job and how your skills complement the job, if given the opportunity to work for the company.

Tip #3: Empathize

The best way of influencing someone is to let them know that you feel for them, that you feel for their plight, and that you completely understand their needs. Put yourself in your prospective employer's position. They're probably hiring because they need someone capable to share their responsibilities. They're looking for someone to make their work easier. So find ways to convey the idea that you're just the person they're looking for to ease their troubles in the office.

You can influence their decision by emphasizing how your strengths will directly benefit them. Don't just tell them how hard you'll work for them. Tell them how you're going to make their life in the office easier. Tell them how your talents will contribute to the company's profit margin.

For example, if you're interviewing to be a copywriter, don't tell them how you love marketing. Tell them how your passion for creative, persuasive writing can lead to better sales, either for the company or for whomever you're writing the copies for.

If you're interviewing for a PR representative, tell your interviewer how you've loved connecting people for the past 10 years, and how you're looking forward to helping the company make deeper connections with people who matter. You're looking forward to contributing to the company's success by virtue of your awesome networking skills.

The key here is to turn generic, bland statements into specific, positive, and empowering ones that emphasize just how your prospective employer is going to benefit directly from hiring you. You need to be able to make yourself irresistible, to the point that your interviewer will kick themselves if they don't hire you right there and then. You need to sell yourself like you're the best damn thing they're going to miss out on if they don't give you the job.



So How Do You Successfully Sell Yourself?

Chances are, at some point in your life, you might have heard of the phrase "selling yourself short." Do you really understand what that phrase means? For those of you who don't, it means not giving yourself the full credit that you deserve. A lot of people tend to do this, whether deliberately or otherwise. They "sell" themselves short because they don't think they're good enough, or they don't think they deserve their achievements. They let their own doubts and fears get in the way.

And that's why most people fail to be influential.

If you don't believe in yourself enough to realize that you have this incredible ability, this incredible power to influence minds, how can you hope to assert your influence on others when you can't even influence yourself?



So the first step in selling yourself and making yourself look like an invaluable asset is to first **believe** that you're an invaluable asset. Confidence is a huge part of the "mind magic" that influences the decisions of others, so you need to be confident in your own abilities. After all, if you don't place value on yourself, someone else will. And that value won't necessarily tally with what you're really worth.

If you want to sell yourself as the best damn thing to have happened in the life of the person you're trying to influence, you need to create the right image. When you're dealing with someone you're meeting for the first time, the moment you make your first impression is the moment when that other person assumes your perceived worth. So you need to take charge and set your perceived worth from the get-go by making a killer first impression.

In the case of job interviews, it's important that you position yourself as someone whose skills and experiences are indispensable and can't be attained in anyone else. Anyone can rattle off their list of accomplishments or talents or programs they're great at, so if you do the same as everyone else, how do you expect to stand heads and shoulders above the rest?

For example, you could list Photoshop as one of the many programs you're familiar with, but there's a difference in reading the word "Photoshop" in a boring list of programs you're good at, versus seeing visually engaging samples of just what you're capable of with the program.

Or if you're great at thinking on your feet and you're applying for a position that requires a little salesmanship, ask the interviewer about their least popular product and dazzle them with your quick, on-the-fly sales pitch for the product. Your prospective employer will more than likely be impressed by how ballsy you were about presenting your talents, and you'd have a better chance of landing the job than other candidates who just rattle off standard answers to every question asked.

How To Assert Your Influence (Even If You're Not In Charge)

Now, it's important for you to keep in mind that influence isn't just for those "in charge." Influence isn't reserved for just high level marketing executives, or editor-in-chiefs, or salespeople working on commission who want your business and won't stop till they get it.

In fact, you're probably thinking, "I'm not in sales. This influence thing is only for people who need to sell stuff, right? Plus, I don't like being pushy." A lot of people have that misconception, that they need to be loud, pushy, or aggressive in order to successfully influence someone into doing something.

First of all, you don't need to be in sales. You don't need to be a manager, a colonel, or even the President. Sure, someone in sales would need to be persuasive and influential. It's their bread and butter, after all. They know how to "work it" because they've learned how to master the skill over many years.

That's what influence is, really. A skill. Just like learning how to ride a bike, or play the guitar, influence can be mastered. Everyone has the ability to be influential. Even if you're not in charge, even if you're someone soft spoken who's hardly "pushy", the truth is you CAN assert your influence on anyone you desire. It's something we all have inside of us. All it takes for you to tap into this incredible power is a little motivation.

Deep down, all influence is, is the ability to connect with people, to motivate and/or convince others, based on your set of morals, belief systems, principles or values. Influence is really about motivation, rather than manipulation. It's about motivating people into giving you a chance, into giving your product or idea a chance. It's about convincing people into thinking that they stand to benefit just as much if they do you a favor.

Here are some great tips for influence that you should consider applying into your life:

Find Inspiration In Tony Robbins.

There's probably no one in this world more influential than Tony Robbins. The man's a self-made billionaire, highly successful motivational speaker and author, and now he has his own show on Oprah's OWN network. This is the same guy who started out living in a low income apartment with little to his name.



He's now the owner of a \$1.7 million dollar castle... among other luxuries. The secret of his success? Gain total control over your own mind. You must have the ability to influence your own mind first before you can hope to assert your influence on the people or circumstances in your life.

Learn From History:

The great Greek philosopher Aristotle, like many of his peers before him, knew that in order for him to gain support of the people, he needed to motivate them in a way that the people could relate to. Using logic, emotion, and character, he gained the support of the masses in grand fashion. If you seek to influence someone, you need to appeal to both their heart and mind. Get them to trust you; offer them empathy, comfort, and understanding, and you'll be sure to gain a loyal following as Aristotle did.

Apply The Law Of Attraction:

This is one of the most powerful laws in existence, and surprisingly not a lot of people know that they have the ability to "bend" this law to their favor. Through the power of your thoughts and actions, you can assert your influence not only on the minds of the people around you, but your circumstances as well. Longing for that well deserved promotion at work?

Simply visualize how your life would be like after snaring that promotion, and give power to such mental imagery. Close your eyes and imagine your boss shaking your hand and granting you the promotion. Hold the sensation of that achievement in your mind for as long as possible.

The Law will manifest your thoughts into reality. Also, keep in mind that the basic principle of the Law of Attraction is "what you give is what you get." You might be familiar with the concept of Karma, where your actions - be they good or bad - are reciprocated in kind. So when asserting your influence, be sure to keep your intentions pure.



Using Influence To Get The Instant Advantage In Any Relationship

Okay, so you know how to assert your influence in the workplace.

Great. But what about using influence to get the edge on someone in your personal life? Maybe there's someone at the bar you've had your eye on, and you want to influence them into letting you get to know them better. Maybe you're already in a committed relationship and you want to get your way every now and then.

Now remember, influencing someone isn't the same as manipulating them or coercing them into doing things they don't really want to do. You're not being pushy or aggressive or blackmailing people into doing your bidding. Influence, when done right, comes from a place of honesty, intention, and morals. But it can't be denied that influence is also about getting the upper hand for yourself, be it in business or in your personal life.

So how do you use influence to get the instant advantage in a relationship?

Well, here's the thing...

Have you ever wondered why, when dating, it seems as though you can't get rid of the ones you don't really fancy, but the ones you do like just never stick around long enough for you to put on your best charms? The thing is, you shouldn't blame them for hanging around too long or not long enough.

It's all on YOU.

Remember how at the beginning of this book I mentioned first impressions?

At the start of every relationship, you have a 50/50 chance of either being liked or disliked. That's obvious enough, right? Anyone you meet for the first time is on the fence about you, and what determines their likes or dislikes about you depends on how you relate to them. If they aren't already swayed by how you look, their level of interest in you is going to be influenced by the things that you do, and how you behave toward them.

The simple rule you need to keep in mind is this:

Behave with the person you don't like the way you behave with the person you do like, and vice versa.

Confused?

Let me break this down for you using the following 4 simple principles:

Principle #1: Availability

It's human nature to want something that we can't have. The idea of the "forbidden fruit" has proven true in centuries of human history, and it still prevails today when you're trying to score with that hot chick (or stud) at the bar. If you make yourself available all the time, you're really diminishing your value.

The mistake people often make is that when they're dating someone they don't really fancy, they make themselves available at their convenience and not their partner's. And when they date someone they do fancy, they're constantly making themselves available because they want to spend as much time as possible with their partner.

What you should really be doing is the complete opposite!



The law of scarcity applies here. Something (or someone) that's hard to come by is often held in high regard and considered to be of great value. So play a little hard to get every now and then. Make them miss you just enough so that they can't do without you another day. When you do meet again, you'll more than likely have them eating out of your hand.

Principle #2: Perspective

It goes without saying that in most situations in life, you need perspective. This is especially true in relationships. More often than not, when you're head over heels for someone, you tend to overemphasize the person's value and importance in your life. Making someone your entire world and relying on their affections as your sole source of joy and satisfaction will only serve to distort your perspective. A sensible perspective is important, and this can only be fulfilled in other areas of your life.

When you're dating someone you don't really fancy, you've got a ton of perspective because you're thinking, "Meh, let's just see what happens. Maybe she'll grow on me, maybe she won't" instead of "Oh man, she's the one, I know it, I can't live without her." It's the attitude that gives you the most perspective and the corresponding behavior that makes you more attractive, because again going back to the availability principle, you're less likely to end up the clingy, smothering half in the relationship.

And who likes a clingy, smothery other half?

Principle #3: Passion

The reason why relationships fail is that people sometimes can't appreciate what they take for granted. Sure, the point of being in love and in a committed relationship is to "always be there" for your other half. But the problem with this is that sometimes people get too comfortable, too complacent, and they forget to appreciate what (and who) they have.



Imagine if you will having had no issues with your eyesight your entire life. And then one day you wake up and notice that your eyesight's deteriorating. You never gave your eyesight a second thought until you thought that you might lose it.

The same applies with relationships. When you're in a comfortable relationship, you don't give your other half a second thought, because they're always there. Eventually you take them for granted, and the passion fizzles from your relationship.

Passion is one of those things that are kind of obvious, especially in relationships. You need passion in every relationship. And you can't have passion without uncertainty. An element of doubt can reignite the passion in a relationship. But does that mean you should deliberately look for ways to make your other half doubt the notion of "now and forever"?

Of course not. When you're already in love, you don't need to create an atmosphere of uncertainty. But perhaps remind your better half every now and then how much you appreciate them, and how you're scared of losing them. You could also arrange for activities that keep the passion burning, so things remain interesting for both of you.

Principle #4: How You Make Them Feel

It's an undeniable fact that most people like feeling good about themselves, so it makes sense to appeal to someone's ego when you're trying to influence them. Make them feel great about themselves and it's likely that they'll want to be around you and listen to what you have to say or ask of them.

You'll want to make sure you don't come across too aloof - since you'll still want to maintain your "unclingly" attitude and scarce availability - but at the same time you'll want to treat them well. So dish out the occasional compliment, but don't be too flattering.

There's a difference in complimenting someone to be kind and attentive versus telling them that they're your entire world and they're the only person for you. Remember what we talked about in the first 3 principles. Being kind and attentive is more objective, and turns the focus on them, while telling them that they're your entire world involves your relationship and invokes the rule of scarcity, which in turn makes you lose leverage and influence.

Remember, people want what they can't have, and it's the same with compliments. Your compliments, your words, will have higher value to them if you're not tossing them out freely every other day. Merely stating that somebody is terrific not only makes them feel great, but you'll look great as well. Lavishing them with objective praise shows you in the best and most confident light.

And who doesn't like confident, secure people?



In closing, this book was written to help empower you, and give you back some form of control over your life. Influence is everywhere around you, and chances are you've been influenced by others and you just never realized it. Now that you know what influence truly is, great opportunities lie ahead of you. Use the powers of influence wisely, use it for the benefit of others as well as yourself, and you can be assured that you'll assert a positive influence in everything that you seek to accomplish.

Enjoy your new, empowered, influential life.

Simon & Alvin

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