



Persuasion Skills Black Book: Practical NLP Language Patterns for Getting The Response You Want

By Rintu Basu

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Imagine using the right words to become irresistibly persuasive. Would that be something useful for you?

The Persuasion Skills Black Book is a manual for quickly learning some very powerful hypnotic language patterns that you can use in practical, real world situations. These patterns are not necessarily about sending people into a hypnotic trance but just a way to move you from one perspective on an issue to another.

By the book's end you will have the structures in place to make more money, attract more people and have more fun. Just some of the applications include:

- **Managers:** powerfully motivate your teams
- **Leaders:** inspire people to your vision
- **Parents:** protect and encourage your children Teachers: get your classes to commit to learning
- **Coaches:** build client confidence and commitment Sales Pros: obliterate objections and get to 'yes'
- **Marketers:** boost your response with compelling copy
- **Couples:** strengthen and build your relationship
- **Singles:** attract and impress potential partners
- **Employees:** manage your boss and gain promotions
- **Customers:** get your complaints handled properly
- **Service Staff:** turn angry customers into best friends Job Seekers: ace interviews and win the job you want
- **All of us:** get more of what you want from life

What new opportunities open up to you when you can persuade others to do what you want, easily and effortlessly, in any situation?

Internationally acclaimed NLP training Consultant, Rintu Basu, has worked hard to devise this book so that you don't have to. As well as clearly laid-out chapters,

examples and case studies, the whole book has been written using the very patterns you'll be learning. So, as you read and use your new skills, your conscious understanding and unconscious ability will continue to deepen.

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Editorial Review

From the Publisher

Rintu is a really great guy and his knowledge of NLP application in the field of persuasion is second-to-none. But rather than me tell you how great he is - it's easier if I just share some of the praise his work's been getting from people like you...

"Rintu's masterful use of language is only surpassed by his very clever way of making the complex very easy to understand. It is a real pleasure to see such a difficult subject broken down into simple, practical and usable chunks. Beginners and experts alike will find this book filled with useful information. The issue isn't the information but the results you get from using it and this book makes it easy to get results." - Romilla Ready, Lead Author, NLP for Dummies & NLP Workbook for Dummies

"I wish [this book was] around when I was doing my NLP Training. I can't believe that twenty minutes reading your book put all my training in context so I can now easily use [technique edited]. I finally have the confidence to properly use hypnotic language in my presentations and with my teams and the results are showing already." - Richard, Sales Manager, Master NLP Practitioner

"I have just read the [first pattern] of The Persuasion Skills Black Book and thought it was excellent. I am amazed at the insight required to write stuff like that. I will be honoured to have you as my 'NLP guru' in the future. Now I can't wait to go out and try this technique out on my patients and see the effects..." - Dr Sri, NLP Newbie, Scotland 2007

"The results are undeniable... the economy being what it is here in the U.S. and homeowners being very conservative where I live... our company has had a difficult couple of weeks. After employing [Rintu's] ideas I had a great week. Four sales and four happy customers last week." - Travis, Sales Professional, Home Improvement Industry

"I started using the pattern in my calls on Friday afternoon and I closed more deals in that one afternoon than I would usually in 3 days, and Fridays are usually a slow day. I wasn't expecting instant results! It's great how you use examples and illustrations as well as sneaking all the patterns into your writing. Everyone would do better to understand persuasion skills this way, but I am glad they don't or I'd be out of a job." - Jamie, Sales Professional

"Rintu demonstrates by his writing that he walks what he talks... what he demonstrates is actually his deep understanding and mastery of the mind rather than the use of language alone... I feel compelled to read on and on, not, because of the hypnotic language pattern but because it is a real pleasure to keep reading and learning from Rintu. I have actually read a dozen books on NLP (in English or Chinese) and none of them (I mean on the topic of hypnotic language pattern) comes near to this. The first 24 pages already worth the price of the whole book." - Liu Yui Kai, Physician, Hong Kong

"In Persuasion Skills Black Book Rintu Basu has created a practical guide to learning persuasion skills that you can use every day in the real world. I found the most value in the fact that Rintu actually demonstrates the patterns as you read, then describes several examples and finally reveals, step-by-step, how to create your own 'short, snappy and usable' language patterns that get you the persuasive results you want." - Colin G Smith, Master NLP Practitioner, author of 'The NLP ToolBox' and 'The Half Second Rule'

From the Author

Congratulations on finding my Persuasion Skills Black Book...

These patterns are not necessarily about sending people into a hypnotic trance but just a way to move you from one perspective on an issue to another.

I get excited when I think about the results people are likely to create using this material. If you spend a few minutes thinking about where, when and what results you are looking for I would guess you can get excited as well.

In essence the little-known patterns and approaches I'm sharing can be used in all areas of your life to help you get more of what you want and less of what you don't.

A WARNING Now, if you think mind-control sounds unethical then I'd just like to say, what you do with these patterns is for you to decide. I urge you to have good intent, leave people in a better place than you found them in and always work towards win/win situations. I don't say this through any altruistic, tree hugging or saintly attitude. It simply makes sense. If you con, trick and force people against their will you will be caught out eventually. As a result you will lose credibility, trust and friendship.

About the Author

As an NLP Training Consultant and Coach Rintu Basu specialises in developing people and businesses to maximise their performance in any area. He has developed and trained strategies in many diverse subjects from sales and business development to learning musical instruments and playing winning poker.

Rintu has spent the last fifteen years training hard nosed, practical and often cynical people in communications skills, hypnosis and NLP. Having a pragmatic engineering background as well a broad base of experience in business he has a unique slant on personal development.

Rintu has developed a methodology for taking NLP hypnotic language patterns and using them in real world settings to help people get what they want out of life. As well as running certified NLP courses and maintaining an exclusive coaching practice Rintu is delivering persuasion skills courses based on his individual perspective on the use of hypnotic language patterns.

Users Review

From reader reviews:

Bonita Murray:

Have you spare time to get a day? What do you do when you have far more or little spare time? Yes, you can choose the suitable activity intended for spend your time. Any person spent their own spare time to take a go walking, shopping, or went to typically the Mall. How about open or even read a book allowed Persuasion Skills Black Book: Practical NLP Language Patterns for Getting The Response You Want? Maybe it is to be best activity for you. You realize beside you can spend your time using your favorite's book, you can better than before. Do you agree with it has the opinion or you have additional opinion?

Vicky Moore:

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Judith Lea:

Is it anyone who having spare time in that case spend it whole day by means of watching television programs or just telling lies on the bed? Do you need something totally new? This Persuasion Skills Black Book: Practical NLP Language Patterns for Getting The Response You Want can be the reply, oh how comes? It's a book you know. You are and so out of date, spending your free time by reading in this new era is common not a nerd activity. So what these publications have than the others?

Helen Massey:

With this era which is the greater man or woman or who has ability in doing something more are more treasured than other. Do you want to become considered one of it? It is just simple strategy to have that. What you need to do is just spending your time almost no but quite enough to enjoy a look at some books. One of many books in the top list in your reading list is usually Persuasion Skills Black Book: Practical NLP Language Patterns for Getting The Response You Want. This book that is certainly qualified as The Hungry Hillsides can get you closer in turning out to be precious person. By looking way up and review this reserve you can get many advantages.

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