

# Maximum Persuasion

## A Crash Course On Presuppositions

### Presuppositions Reference - Rob J.

Presuppositions can be very, **very** powerful when used in persuasion. As you begin to master presuppositions, and how they work, you'll automatically see your persuasive abilities begin to EXPLODE with power and effectiveness!

Presuppositions are extremely useful because they get a person to accept what we say as true and natural *without her so much as thinking about it!*

Presuppositions do one basic thing. They allow our ideas, suggestions or commands to *slip into a person's mind easily with very little resistance*. There are many different forms of presuppositions. Study them carefully!

### Presuppositions:

#### **1. Adjectives and Adverbs of Opinion**

Both these will often be found in presuppositional forms of speech. These are words that modify or qualify the primitive form of what is being said, and since they are words selected by the speaker to reflect the speaker's perception of events, will often reveal some of the assumptions the speaker is making. Adjectives modify nouns - the speaker's perception of 'things', whereas adverbs modify verbs - and reveal the way in which the speaker perceives/assumes action, the manner in which events occur(ed). Adjectives and adverbs which describe what would normally be agreed as 'absolutes', or fact, usually fall into the 'fair' category insofar as evaluating the nature of a presupposition is concerned: the ones the listener should be particularly aware of are the words which describe relativity, generality or manner. This is illustrated in the examples that follow:

a. The woman in the purple dress behaved badly.

[assumptions are that there was a woman in a purple dress who behaved in some manner and that manner was 'bad'. Few would argue with the adjective 'purple' - either the dress was purple or not as a matter of agreed 'fact': the problems occur with the adverb 'badly': good and bad are relative and matters of opinion]

b. The ugly woman in the ugly purple dress behaved badly.

[as given previously - but in this case we have an additional value judgment in the adjective implying beauty/ugliness]

c. You were seen leaving the bank shouting wildly and running at breakneck speed.

[implies you were in the bank, someone claims to have seen you leave, you were shouting and running at speed. Further suggests, by adverb and adjective 'wildly' and 'breakneck' - both opinions added to the 'fact']

d. When you had cruelly satisfied your evil, perverted, lusts on this helpless, innocent victim, you callously ignored her whimpering pleas for mercy, didn't you?

[cruelly/evil/perverted/callously versus helpless/innocent/whimpering: all opinion, painted in adjective and adverb. Hopefully, you've got a good defense lawyer]

e. I am completely satisfied with your performance over the past twelve months.

[the manner of the satisfaction - 'complete' is specified by the speaker. In this case, the adverb 'completely' is an absolute and is used fairly]

## Adverb/Adjective category

We'll start with the Adverb/Adjective pattern. Here's a strategy for beginning to easily and naturally use these words effectively:

NOTE: To use Adverb/Adjective Presuppositions powerfully, always put the presupposition words **before** what you want them to do.

Another key to remember: when you use three presupposition words in the sentence before what you want them to do, *their mind cannot go back*. This is to say, their unconscious mind will just *accept it as true in order to make sense of what you are saying*, and they will act on it.

"You can **already** begin **immediately** to understand some of the **many** ways that us being together will make you feel incredibly fulfilled!"

NOTE: Everything that follows one of these words is presupposed in the sentence.

Here are some examples:

1. Have you already discovered how **easily** you can make the decision to ask your friends to volunteer their help to elect (your candidate), or refer your friends to our company?
2. Have you asked yourself if the **unlimited** potential of this information is what is making you so excited NOW?
3. Have you **naturally** discovered how seductive you are **already** becoming?
4. Many people begin **naturally**, Stephanie, to create an idea of doing this just prior to making the decision to go ahead with it.
5. **Naturally**, you will find more than enough reasons to go ahead today when you understand even a little bit of what I say next.

1. You have probably started to become aware of some of the many easily activated yet powerful ways you can readily use this information.
2. Naturally, the most readily available and, more importantly, competent person to deal with is me.
3. Finally, the most reliably accurate system of persuasion

is within your grasp.

4. Have you asked yourself recently how many services your present provider (or whomever) should be providing but is not? ....

Since I brought that up, does it make you wonder how much more you could be getting when you buy (or whatever) from us?

## 2. Relative Clauses: WHO, WHICH, THAT.

A noun, or phrase ending with a noun, which is followed a phrase beginning with one of these words. The existence of the noun is presupposed.

a. Your accomplice, WHO we have yet to capture...

[implies you have an accomplice - i.e. accomplice exists and you are implicated: the assumed accomplice is still at large]

b. We have the axe, WHICH you used as the weapon...

[we have 'the' axe - 'axe' exists: note that it is 'the' and not 'an', yet another assumption about a specific axe - which it is assumed was used as a weapon by you]

c. We have recovered the car THAT you used in the getaway.

[a car, that has been 'recovered': specific 'car' is assumed to exist and is assumed to have been used, by you, in an assumed getaway]

## 3. Time Clauses

A versatile set. These can readily be arranged to contain implication - every 'before' implies an 'after' in a sequence of actual ongoing (or assumed ongoing) events - and are demonstrated by means of example below. By now, the reader should easily be able to extract the assumptions, hence little commentary is provided - the patterns are shown in quotes.

a. AFTER: What will you do 'AFTER you give up housebreaking'?

[implies you are currently engaged in housebreaking]

b. BEFORE: What did you do 'BEFORE you became a bank robber'?

[implies you are now a bank robber & that you did something else previously]

c. DURING: 'DURING the robbery', did you not think of your victim?

['during' - plus the trailing phrase - implies you were involved and victimized someone, etc.]

d. PRIOR: Tell us what you were doing immediately 'PRIOR to robbing the bank'.

[etc.]

e. SINCE: Have your feelings of guilt subsided 'SINCE you stopped beating your wife'?

f. WHEN: What will you do with your time 'WHEN you are in prison'?

g. WHILE: What were you doing 'WHILE your accomplices were stealing the money'?

So much for the first set in this category. The second set - and a double dose of examples is presented since this is a powerful and flexible form - are a little subtler and more directed at double binds, personal feelings and (often vague) ongoing experiences. Accordingly, because they are more difficult to decode, they appear to be slightly more convoluted in form. One or two fuller explanatory notes are offered:

h. Would you like to take your shoes off 'WHILE you unwind'?

[double bind - the action of unwinding is implied with shoes on or not: note, as an aside, that 'unwind' is a non specific term]

i. How do you think you are going to react 'DURING your realization' that you are free of guilt?

j. Would you like a whisky or a gin BEFORE you go to bed?

[double bind: you are going to bed whichever drink is chosen]

k. I hope it will make you happy 'WHEN we go to the Zoo'.

l. 'AFTER you have calmed down and come to your senses', we'll discuss the

implications of all this.

[you are going to calm down, etc.]

m. I don't know what you were thinking of 'PRIOR to sitting down here relaxing with me', but now you have calmed down, I'd like to talk about it.

n. 'SINCE you've accepted my opinion on this', I'd like you to explore the issues further PRIOR to you signing a confession.

[you have accepted the speaker's opinion: you are going to sign a confession]

#### **4. Words Indicating Repetition**

ALSO, AGAIN, BACK, EITHER, TOO, LAST

These words may be used to imply that an event is/has already happening/happened and is being/can be repeated.

a. You can do what Tom is doing TOO

[implies that something is ongoing and you have the ability to do whatever it is]

b. I'd like you to go over your confession AGAIN.

[you've already confessed at least once: even if you haven't 'confessed', the implication is that what you have done is being defined as a confession]

c. EITHER you got it wrong last time, or you've got it wrong now.

[there exists a 'last time' which it is assumed should be identical to the present, and there is something assumed that is 'right']

d. If you answer incorrectly AGAIN then you'll be in trouble.

[implies you have answered 'incorrectly' before - whether you did or not, the assumption is that you did]

#### **5. Use of the Definite Article**

This is the form often used in the 'leading question' so beloved of courtroom dramas. By using a definite article - typically 'the' although there are other ways, it is implied that a particular object or actions had or has existence.

a. What was your reaction when you saw the jigsaw?

[implies that you saw a PARTICULAR jigsaw and you had a reaction to it]

b. What did you do when you saw the defendant rob the bank with the shotgun]

[implies you saw particular person at particular bank with particular shotgun - i.e. that the 'defendant' did as implied - and that you did something in response]

c. Which of the three defendants pulled the trigger?

[one of them is implied to have done so]

d. I want you to take charge of the project and sort out the trouble makers.

[the specific identity of the project is assumed to be common knowledge between speaker and listener - as is that of 'the' trouble makers, whose existence is implied]

e. Go down to the stores and fetch three welding masks.

[three welding masks are assumed to exist in the stores: this is also an Ordinal Numeral type presupposition - see Appendix I]

#### **6. Verbs and Adverbs Indicating Repetition of Event(s)**

Those beginning with RE-. REpeatedly, REpeating, REstore, REplicate, REtell, REplace, RENew, REiterate, REstate, REwork, RE-establish and so on.

a. I am pleased to RENew our acquaintance.

[speaker assumes 'we' have been acquainted before]

b. You are going to have to do something to REstore my confidence in you.

[I once had confidence in you]

c. If she RETurns, I want to talk to here.

[Implies she has been here before]

#### **7. Change of Time Verbs and Adverbs**

ALREADY, BEGIN/BEGUN, END, STOP, START, STARTED, CONTINUE, YET,

## STILL

These words are often used to imply that some kind of ongoing process is in place - even though it isn't: because of the implicative nature of the words, the inference will more often than not slip past the listener's attention. In the examples below these look easy to detect owing to the capitalization - in the real world, they aren't.

a. I wonder whether or not you understand that you can CONTINUE to feel comfortable and relaxed.

[the implicit assumption is that you already have been feeling comfortable and relaxed]

b. Now you have STARTED/BEGUN to see the sense of what I'm saying, we might be able to get somewhere.

['sense' is assumed and it is implied that the listener is already seeing it]

d. I want you to STOP looking at things from that angle, and reconsider.

[implies that you are already 'looking at things' from some angle]

e. The way to END your discomfort is to confess.

[ongoing discomfort assumed: assertion that confession will end it]

## Some Quantifiers

(ALL, EACH, EVERY, SOME, FEW, MANY, NONE)

*Each* of us has talent that others don't have and *each* of us could learn from one another, don't you agree?

a) There are a few people who have really improved their organization once they discovered that they could create future possibilities through language distinctions.

## Subordinate Clause of Time

(BEFORE, AFTER, DURING, AS, SINCE, PRIOR, WHILE, YET, NOW, AGAIN)

*After* you begin to use these skills, you will notice that you are able to develop rapport with anyone with total ease.

a) *After* we had developed the distinction "Paradigms", we were able to begin to create new possibilities for the company.

1. After you work with me NOW you'll understand.

2. Before you decide just how easy this decision is to make, let me tell you a few things that might help, okay?

3. During our time together today, could you be applying the benefits you will be discovering about this (product or service) to your life?

4. During our discussion today, naturally you will already begin experiencing excitement about what the future holds for you as you begin to understand how easily leverageable this information is for you.

## Time/Number

before

former

another

current/ly

while

during

after

when

foremost

continue

early

later

until

first/ly

eventually  
second/ly  
highest  
chief  
other  
more  
in addition to  
was  
earliest  
latest

### **Ordinal Numerals**

(FIRST, SECOND, THIRD, FOURTH, ANOTHER, NEXT)

The *third* belief I changed was about how I could communicate more effectively.

a) I'm not sure whether we had consciously created *another* distinction before "Paradigms" which also had changed our reality.

### **Comparative**

(ER, MORE, LESS)

Do you know anyone who learns even *faster* than you do?

a) The *more* we use language to create new possibilities for the future, the *more* changes we can make that will actually move us toward our goal.

### **1. Mind Reading**

(Statements that claim to have the ability to know what someone else is thinking or feeling)

a) I know that you are the type of person who wants to be really successful. I also know that this seminar will make the comprehensive changes you want to make.

b) You realize that you need to improve you communication. All of my other clients were just at this point when they were able to see that it was in their own best interest to hire me.

c) So many people just like you feel that NLP is the world's greatest communication model.

I know that you are thinking .....

You think that .....

You realize that .....

You have seen .....(visual)

You have heard that .....(auditory)

You feel that .....(kinesthetic)

### **2. Lost Performative**

(Statements of judgment, beliefs, or standards which are expressed in such a way that the individual who is making the judgment or setting the standard is not identified.)

a) It is going to make pervasive changes in your life.

b) It has been proven that once you hire a communication firm like mine, Jim, that productivity goes up. What help do you need personally?

c) One thing we know is that people who have studied NLP in depth think that it is the world's greatest communication model in the world.

You're too serious about life.

It is easy to .....

Many people think that .....

It's been proven that ..... All the best companies .....

### **3. Cause and Effect**

(Statements that claim that there is a cause and effect relationship between one thing and another thing)

- a) Coming to this seminar will cause you to begin to understand communication and begin to make changes in all areas of your life.
- b) Now that we have realized that you have a communications problem we can begin the work to solve it.
- c) Studying the world's greatest communicators has led to a model that can be easily transferred to others, NLP.

Being on this task force will **help** you learn all about communication.

Your being here **means** that you really want to learn.

Your completing this assignment **allows** you to feel exceptionally good.

1. Sitting there causes you to completely absorb what I am saying. And, as you completely absorb it, it will cause you to immediately accept it at the deepest levels.
2. Thinking your next thought causes you to agree with me that you need to really master this material.
3. Simply saying that excuse causes you to understand why you already don't believe it.

#### ***Implied Cause and Effect***

1. As you learn this pattern and start to use it well, you will have a certain sense of accomplishment.
2. As you start to assimilate this information, you will instantly begin to find ways to use it.
3. NOW, as the realization begins to sink in of how easily, rapidly and efficiently your profits will go up as a result of using my help, naturally, you'll get more and more excited!

#### **Cause and Effect Linkage**

Kindles	Because
Brings to pass	And/As
Generates	
Allows	
Since	
Causes	
Forces(e)	
Makes	
Invokes	
Settles	
Creates	
Stimulates	
Verifies	
Justifies	
Determines	
Proves	
Constitutes	
Permits	

#### **4. Complex Equivalent**

(Statements that say that one thing is or means the same as another thing)

- a) Taking this seminar is one of the best ways to make sweeping changes.
- b) Since both of us have found that communication is success, how can we begin to work together to make you successful.
- c) NLP is the greatest communication model in the world.

You're doing good work. You must be happy at your job.  
The reason you feel this way is .....  
Our involvement with this means .....  
Happiness is .....  
Being in love means .....

### **Presuppositions of Awareness**

1. Is the awareness of the power of Maximum Seduction starting to sink in?
2. The more you begin to construct in your mind the ways you'll be using seductive skills, the more you'll begin realizing NOW the explosively wonderful experiences you can begin having with women!
3. Are you starting to experience the satisfaction that contributing to this cause of helping elect our candidate, Downing (this product) will bring as I tell you about it?

"*Naturally*, as you start realizing the *unlimited* ways you can easily become aware of how joining this team will help you to *truly* accomplish your goals more *rapidly* and *effectively*, you will start imagining the success you can *actually* achieve with my help and guidance. NOW, are you starting to experience the possibilities?"

Realize(ing)  
aware  
know(ing)  
understand(ing)  
think(ing)  
feel(ing)  
wonder(ing)  
puzzle(ing)  
speculate(ing)  
perceive(ing)  
discover(ing)  
experience(ing)  
accomplish(ing)  
fulfill(ing)  
grasp(ing)  
reconsider(ing)  
weigh(ing)  
consider(ing)  
assume(ing)  
conceive(ing)

### **Spatial**

1. From *among* the positive thoughts that you're already starting to realize you have about working with our firm, will come the most obvious, yet overlooked reason to bring us on board NOW.
2. To *expand* on your ever-growing ideas that contain the essence of your good feeling regarding using this information powerfully, think of the money you will be making.
3. That's a great observation. Let me suggest that as you



start to experience the realization of what you just said, you can begin to realize that the full, positive ramifications will go **beyond** even your expectations. NOW can you imagine how much **farther** they will go?

against  
along  
among  
apart from  
around  
aside from  
behind  
below  
beneath  
beyond  
along with  
down  
from  
above  
without  
including  
from behind  
from under  
off  
in place of  
in  
withdraw(ing)  
out of  
round  
short of  
through  
proceed(ed, ing)  
under  
uncover  
off the top  
underlying  
touching  
close(er)  
near(er)  
further  
expanded  
enlarge(ed, ing)  
toward  
on  
undergone  
upward(ly)  
dissect  
cut away  
lower  
separate