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SEDUCTION

Most virtue is a demand for greater seduction.

— Author Natalie Clifford Barney

I hope by now that you realize that this is not a book about persuasion at all; rather, it is about seducing your audience. Your goal as a persuader, as a mass influencer, is to make your audience desire you, to fall in love with you. To make them want more of you all the time.

Done properly, that is what persuasion does.

When persuasion doesn't work, like the quote at the beginning of this chapter, it is a demand for greater seduction.

True seductions take place over time. Little bits and pieces are revealed, tension is created, desire is heightened. Every interaction is over too soon and the next one takes too long. The intense longing, the heightened sense of awareness between moments, all build the fantasy.

Seduction works because of the desire to possess.

Over time, seduction breaks down the mental barriers, it penetrates the soul, and surrender is complete.

In that moment, the fantasy is complete.

So it goes with persuasion. Subliminal persuasion is really about seducing your audience, causing them to surrender and fall hopelessly in love.

When you begin to implement the subliminal persuasion tools that I've revealed in this book, you are seducing at the highest level. Whether you choose to use these techniques one on one or one on many, the objects of your desire will respond equally well.

When using these subliminal persuasion strategies, make your efforts pleasant, because that is what people respond to. When you build a cult following, remember that they have one overriding need, the need for salvation. They want to be served well, once and for all. They don't want to have to think about it again, they just want to be able to come back and be well served again.

Salvation and seduction have predictability in common. Predictability comes in the form of an experience that is the same with each engagement and intensifies with time. That is the guarantee that brings back the lover and the follower.

Implicit in salvation and seduction is an innate desire to protect from loss. No one wants to lose a potential lover or an experience they can count on. It is up to you to point out examples of what could happen, gently and subtly, as the relationship progresses, so your audience remembers to be thankful for their salvation and to continue to notice the ongoing seduction.

Subliminal Selling Secret

Seduction happens in layers. To increase your persuasive effectiveness, layer on the strategies in as many layers as possible. Approach your audience from as many different angles and media as possible to intensify the desire. Allow the audience to see others who've been successful, found their salvation, won the prize of seduction. Begin thinking about how you can become more gentle, more subtle, more consistent, and more visible to those you wish to persuade.

The great seducers of the world are effective because of their ability to create an intense desire with the smallest of moves, the subtlest of exposures, or the most carefully placed word. To that end, see how you can make your presentations, your pitch, and your offers seductive.

Then set out to seduce and never stop. Interest wanes when seduction stops. The seduction can and should change over time, but it should never stop.

Seductions set up long-term relationships when conducted appropriately with the right person. The same is true when seducing the masses. The real value from persuasion comes over time with a continued relationship. The real value is in repeat business.

All of your persuasive efforts should be directed at setting up long-term relationships that remain interesting and fun. The more that you can provide a sense of completeness and fulfillment for your audience, the longer they'll stay with you.

When others see someone being seduced, they want a part of the seduction for themselves. It is profitably important that
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you allow as many people as possible to observe the seduction so that they are taken in as well. All of your efforts should be directed at exposing the seduction to the widest possible audience.

Your advertising should include visuals and graphics of the seduction. It should also include loving testimonials from those adoring fans who want to share their experience with everyone. A secret that no one ever tells marketers is that the prettiest ads don't sell; the most seductive ones do.

Remember that seduction is a story that someone is telling herself that you are supporting with your actions. The more that your efforts to influence her build on that story and make her desire you, the deeper the seduction. Your advertising must tell the story of what the audience truly desires, the thing that will leave them fully emotionally fulfilled, the idealized product that leads to perceived, if not real, self-actualization.

Advertising carries seduction to the receiver through the medium. It is important that your audience gets involved in the message and shares it with others who are important to them just as the lover has to share a love letter or a token. Advertising done well enhances the seduction faster than any other method, because delivery is predictable. The audience will get the message. But advertising doesn't cover all the possible places where the audience resides. It is a little like the seducer who winks once in a crowded room and hopes that the person he is trying to seduce was looking at him at the exact time he winked.

Be consistent in your advertising and the seduction will become sure. Test your seduction to be certain that you are sending the signals that appeal to the audience you are seducing.

One thing that seducers do better than nearly all persuaders is that they build in a feedback loop, a test to see whether their efforts are having an impact. More money is wasted on hoping that the messages you are sending are seductive rather than actually testing and intensifying and testing again.

When your tests yield the most profitable results and your audience is responding, it is time to expand the seduction as widely as profitable. That means crossing media, testing new message delivery mechanisms, and continuing to test. It also means crossing into new audiences that haven't yet been swayed by your charm and charisma.

One question that always seems to arise when I'm training sales teams is, "Does seduction occur between members of the same sex?" The answer is nonsexual and the answer is yes. Men seduce men by creating desire for things like power, knowledge, money, and access. Men who find something compelling about other men are very likely to copy them or to desire to be more like them. (What man has not wanted to be like Indiana Jones or James Bond?) As hard as that is for some men to hear, the sooner you understand it, the more easily you can seduce them. For men, successful seduction shows up in the form of emulation. The same is true for women, of course. They say that imitation is the sincerest form of flattery. To me, it is the surest sign of a long-term relationship and profitability.

SOME FINAL THOUGHTS ON SEDUCTION

- Being a part of a group of like-minded people is seductive . . . being left on your own is not.
- Beliefs are seductive . . . dictates are not.

- Applied propaganda that appears as news, reviews, or media observations, is seductive . . . obvious PR is not.
- Visuals, textures, colors, photos, video clips, those are the bits of skin, the furtive glance that seduces . . . the hard sell message is not.
- Relationships, stories, hints, tips, and invitations are seductive . . . lists of features and benefits are not.
- Benevolence, concern, compassion, ease, access, beauty, is seductive . . . self-directed focus is not.
- Subliminal persuasion is seductive . . . manipulation is not.

It is my great hope that you'll use this book as a guide to all of your mass persuasion goals. If you apply this information on a regular basis, if you incorporate it in your sales efforts, your marketing efforts, and your advertising, you'll move the masses in ways no one in your industry will understand.

I look forward to hearing of your success. Drop me a note at info@boldapproach.com and let me know how you are using these strategies. Visit the blog on the web site and leave your comments and ideas.

You now possess knowledge that can transform your life and business forever. There is only thing left to do, and that is to take action.

Remember:

IMPLEMENTATION IS EVERYTHING

Money Follows Action

BE AN ACTION TAKER!

ESSENTIAL FURTHER STUDY

Books

The Art of Seduction—Robert Greene (Viking, 2001)

Movies

Visit squidoo.com/persuade to find interesting new persuasion videos that you can use