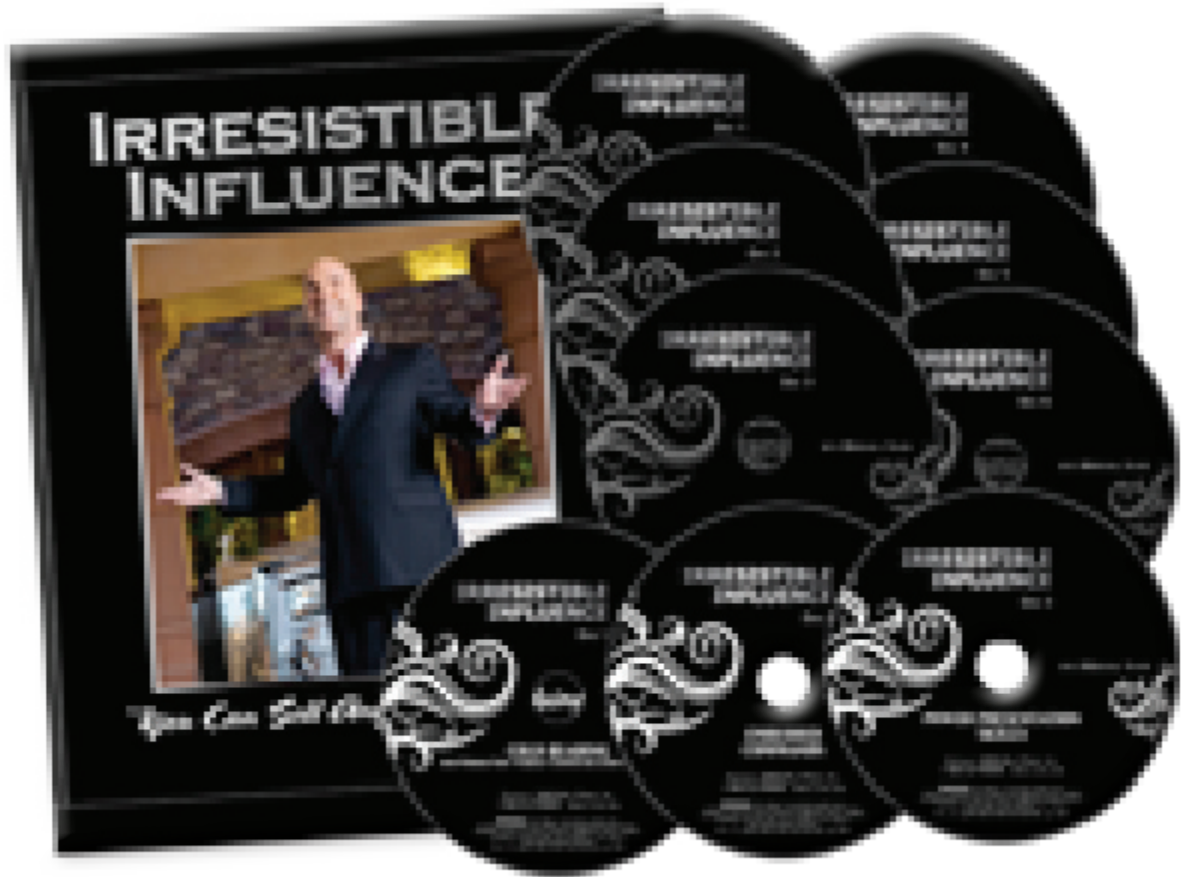


Marshall Sylver's "Irresistible Influence"™ Personal Success System



Version 1.1

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Marshall Sylver's "Irresistible Influence"[™] Personal Success Training

Welcome to your new world! Marshall Sylver's "Irresistible Influence" Personal Success Training system is designed to assist you in quickly finding success selling virtually anything to anyone by helping you to:

First, Learn the inner-game and how to build your confidence and influence yourself first.

Second, Understand the principles behind "elegant influence" - the art of getting your customer to ask you for what you're selling, and having them believe that it's all their idea.

Third, we'll help you understand the art and science of irresistible influence, and help you to implement it with everyone that you meet. You'll learn how to take even casual conversations to the next level - turning even the most skeptical customer into a raving fan that can't help but encourage everyone they meet to buy your product or service.

Welcome to Your Future!
- Marshall Sylver

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Here's What You'll Learn in
Marshall Sylver's "Irresistible Influence"™
Personal Success Training:

INTRODUCTION

What IS "Irresistible Influence Anyway?----- Pg. 5

PART 1 - PERSONAL INFLUENCE

SECTION 1 "Becoming a Master of Influence" ----- Pg.19

SECTION 2 "Run a More Effective Inner Game" ----- Pg.19

SECTION 3 "The Ethical Litmus Test" ----- Pg. 19

SECTION 4 "Gaining Trust Quickly" ----- Pg. 19

SECTION 5 "Learn To Create Authority" ----- Pg. 19

SECTION 6 " Attributes of Politicians and Celebrities" ----- Pg. 19

SECTION 7 "Learn to Predict the Objection" ----- Pg. 19

SECTION 8 "Programming Your Unconscious Mind for Long-Term Success" ----- Pg. 19

PART 2 - EXERTING INFLUENCE ON OTHERS

SECTION 1 "Eating the Elephant" ----- Pg. 19

SECTION 2 "Run a More Effective Inner Game" ----- Pg.19

SECTION 3 "The Ethical Litmus Test" ----- Pg. 19

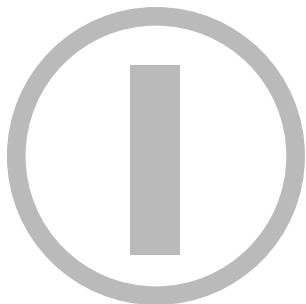
SECTION 4 "Gaining Trust Quickly" ----- Pg. 19

SECTION 5 "Learn To Create Authority" ----- Pg. 19

SECTION 6 " Attributes of Politicians and Celebrities" ----- Pg. 19

SECTION 7 "Learn to Predict the Objection" ----- Pg. 19

SECTION 8 "Programming Your Unconscious Mind for Long-Term Success" ----- Pg. 19



Introducing Marshall Sylver's
"Irresistible Influence"
Personal Success Training

The Path Starts Here!

Topics Discussed: Introduction to Marshall Sylver's "Irresistible Influence"
Identifying Your Personal Path to Irresistible Influence

What is "Irresistible Influence," and how can you learn to become a master influencer in all aspects of your life? Like the old saying goes, "the journey of a thousand miles starts with the first step."

Don't worry, your "thousand-mile journey" is easier than you might think - after all, you're already half-way there? Why? Because you recognize that there is opportunity to learn from those that have gone before you and have learned to perfect the techniques to become masters at influencing others. You've no doubt already seen some of the tools techniques we're going to teach you. Sometimes you've seen them used on others, sometimes you recognize much later that you've had these same tools used to help you make a buying decision and you didn't even know it. That's exactly why you're here.

Some of the things you will learn here have never been shown outside of Marshall Sylver's courses - tools that Marshall has taken a lifetime to develop to perfection. By the time you're finished with this course, you will not only know everything you need to know, you'll have practice actually implementing these powerful strategies in your own life. With practice, and before you know it, you will have integrated the strategies of a master influencer without even realizing it. One day, you'll suddenly realize that the person you're speaking with is asking, maybe even pleading with you to sell them your product. When that happens, be sure to pause for a moment, and take a look around. The view will be beautiful because you'll know you've finally arrived!

Marshall Sylver's Irresistible Influence™

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"Irresistible Influence," simply defined is the art of getting your customer to ask you what you're selling, while helping them believe it's their idea. When your customers feel in control of the situation, they are much more likely to not only remain satisfied customers, they're likely to become some of your greatest sales people through word-of-mouth advertising.

Knowing how powerful Irresistible Influence can be, let's get to work learning all about it. In this course you will learn the following:

1. The process of influence and why it's always emotional
2. The inner game and why you must influence yourself first.
3. Strategies for building trust and instant rapport
4. How to practically read the mind of another and know instantly what they want
5. How giving a directive has others perceive you as an authority figure
6. Overcoming resistance and maintaining a game face
7. Hot to go after and get the big money
8. How to create Massive Potential Income
9. Hot to build selling machine teams
10. How to instantly program this information in your mind to use it naturally

Sounds interesting doesn't it? The most important thing to remember is that this training course is for you! As you look through the list above, begin envisioning how this knowledge will change your life. How it will change your relationships, how it will change your status and position at work, and how it will lead you to more income than you ever imagined. That's the true power of irresistible influence.

The "Irresistible Influence Personal Success Training" system presented here is broken into two important parts. First, you will learn how to master self-influence and second, how to apply the techniques of a master influence on others.

Here's how your training sessions will progress:

PART1 - THE POWER OF SELF INFLUENCE

Session 1. "Getting Started"

This session is all about you, all about your life's experience, and where you want to go with your training.

Session 2. "Run a More Effective Inner-Game"

This session will help you tame your inner doubts, raise your self-confidence, and form a solid foundation as you learn to apply the techniques of a master influencer.

Session 3. "The Ethical Litmus Test"

In this session, you'll learn to quickly identify how and when to apply the techniques of a master influencer as you learn to evaluate when and how your new powers of influence should be applied with others. You'll learn that when you truly believe in the value of a product, you have a moral and ethical obligation to sell it to others. Conversely, you come to understand that you don't truly believe in a product, you have a moral and ethical obligation not to sell it to others. Identifying your position within your own moral and ethical framework will empower you to sell with absolute confidence.

Session 4. "Gaining Trust Quickly"

This session teaches you how to quickly identify common ground, common interests, common acquaintances with your customers in order to quickly overcome skepticism and build immediate trust.

Session 5. "Learn to Create Authority"

In this session, you'll learn how to not only increase your own confidence, but how to immediately establish a position of authority with your customers - leading them to truly believe that they can't afford to ignore your advice and recommendations.

Session 6. "Attributes of Politicians and Celebrities"

This session teaches you the visible and hidden methods that politicians and celebrities use to attract raving fans and convert skeptics. You'll be amazed how your personal influence will grow as you apply these strategies.

Session 7. "Learn to Predict the Objection"

Learn how to read your customer's opinions and predict their objections just from their visual and vocal cues. This is powerful information.

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Session 8. "Programming Your Subconscious Mind for Long-Term Success"
In this session, you'll bring together all the lessons for your own personal influence by learning to quickly and deeply program your own subconscious mind for long-term success. Once you've learned to do this, you will naturally and effectively apply the strategies of a master influencer effortlessly!

PART II - EXERTING INFLUENCE ON OTHERS

Session 9. "Using the Gambits of Mentalists and Psychics"

Master mentalists and psychics have learned over generations how to apply leading questions, deductive reasoning, and a knowledge of societal trends to get their subjects to tell them exactly what they want to know, all without their subject even knowing they've done so. Using the strategies you'll learn in this session, you'll quickly be able to understand your customers almost better than they understand themselves, and effectively steer them in the direction you need.

Session 10. "Read The Mind of Your Customer"

In this session you'll venture deeper than ever before into an understanding of the fundamental structure of thought and how your customers are processing the information you provide them. Armed with a knowledge of how your customers are thinking enables you to anticipate their next questions even before they ask. Imagine how powerful it is to virtually take the words out of your customer's mouth and replace their questions with just the answers they're looking for!

Session 11. "It's Your Customer's Idea"

This session will help you direct the flow of a customer interaction, helping to apply all the techniques you will have learned to this point to direct your customers to exactly the solutions you provide. Done correctly, your customers can't help but arrive at the conclusion that your product is the only solution for them!

Session 12. "Overcoming a Buyer's Resistance"

Is it the cost? Is it the color? Is it the style? The warranty? Regardless of your customer's objections, in this session you'll learn how to present options to overcome virtually any customer's resistance to buying from you right here, right now.

You're probably excited to get started, right? There's just one more thing we need to cover, and that's how to make the most of your learning experience, and how to use this training to maximize your results:

HOW TO USE THIS MANUAL

This manual is designed for use either in its printed form as a workbook and session journal, or in its digital form as an interactive .PDF where you can watch, listen, and learn from Marshall Sylver and from your personal trainer as you complete each session and apply the techniques you have learned through hands-on homework assignments.

You'll follow a simple recipe for success as you cover this material. The acronym for your training is METS. Motivate, Educate, Train, and Support.

Here's how it works:

In each session, you'll gain an understanding of the motivation for that particular lesson. You'll understand how each session can apply in your life to quickly move you down your personal path to become a master influencer. We'll educate you in the fundamental concepts behind each step to become a master influencer, we'll then train you on ways to apply those fundamentals in actual real-world practice. and finally, we'll provide you with all the support you need to quickly gain confidence in your abilities and consistently close the sale.

If you ever have any questions regarding any part of your training, or with specific principles, strategies, or assignments, PLEASE contact us! We're here for you, and want you to succeed.

Contact us at any time via email:

support@xxxxxxxxxx.xxxxx

By telephone:

1-(800) xxx - xxxx

Live Chat:

http://www.xxxxxxxxxxx.xxx

Now, On To Your Success!

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