

The Dark Side Of Manipulation & Mind Control... *Or How To Persuade, Manipulate, & Control Anyone!*

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The title of this unique and eye-opening manual is probably enough to make you become very curious, yet the title does not even begin to explain the powerful and controversial techniques you will learn quickly when you simply read and use this manual.

Simply reading this manual will cause you to see things differently... you may find yourself studying language and simple everyday

gestures so differently.

One of our clients told us just a few weeks ago that simply reading this manual made him begin to search for more and more truth and he has since become one of our very best clients and students.

And this manual can be viewed in two different and distinct ways....

First would be to learn how to protect yourself from being manipulated, or from being led astray by a swift and cunning salesman or by a power hungry cult leader.

And secondly, it can be used to teach you how to persuade, manipulate, or control others with very covert, yet effective techniques of mental persuasion.

Now we will hold all judgment here, and I will not discuss moral, religious, or personal convictions of how to use or not use this information. This manual is simply designed

to discuss the numerous and most effective methods of mind control available to the general public.

Whether or not you use the techniques, or how you use the techniques is not my judgment call.

So where do these techniques apply? When could you expect to see these techniques being used against you or your family?

In many, many cases you are being influenced everyday. However, not every encounter where you are influenced is a negative or harmful situation.

You are automatically influenced by friends, by family members, co-workers and teachers. You have been influenced everyday to some degree by numerous advertisements, political messages, and commentaries. And it may have been beneficial to you in many ways.

Yet at the same time, you have also been

negatively programmed in destructive ways at times as well. And learning how and truly understanding the techniques of manipulation can help protect you from the dangers of the dark side of manipulation and even that of cult mind control.

In this manual we will break down the techniques individually, and discuss how they are used, and how to easily apply them in everyday situations.

Lets begin by looking at why thought control is the first and primary key to manipulation or mental control of someone. It has something to do with "beliefs" - Because a person will live their entire life, as well as base judgments on others, based solely on their internal belief system.

What their sense of reality is about a particular subject or set of circumstances is their life. Is life generally bad, or do you now see it as a wonderful opportunity from God...

is abortion a woman's choice, or do you see it now as pure cold blooded murder... your beliefs and your personal thoughts are simply what you have been programmed to believe from family, friends, co-workers, teachers, etc.

For example, how can some people live a life of happiness and faith, giving thanks for what they have, small or large. Yet some people, in the same situation, are depressed, cursing and damning the very existence of their life. How can two people in the very same situation live so differently? Their thoughts, their belief systems about life and the effects of their life.

Simple thoughts, especially ones reinforced over time with repetition, form into beliefs, and beliefs turn into actions, and reactions to outside circumstances. And those actions and reactions are what form your very existence in this world today.

What do you feel now about a certain subject

matter? Let's say the subject of abortion... the death penalty... socialism... taxes... sex...?

When you see or hear these words, what feelings or emotions are invoked inside yourself. Disgust? Fear? Pain? Hatred? Curiosity?

Your feelings will determine your actions and reactions in the world everyday when you are faced with these situations. And smart marketers, as well as sly salesmen, and even cult leaders also understand these principles and use them to covertly begin controlling your thoughts... then your beliefs... then ultimately your actions.

And the actions then become what is known as the other persons outcome. Outcome is basically a goal, or a set of goals, the final destination they want someone to go towards. Every cult leader or manipulator has an outcome in mind whenever they set forth their methods.

For example, a car salesman's outcome may simply be to sell you a car... a cult leaders outcome may be for you to sell your possessions and turn the money, and your life, over to them and their purpose or cause.

Outcome is always important and always present even in small daily decisions. When you pick up the phone to call someone, why do you call? Just for conversations sake, or do you want to convey a message or have a favor done for you? That reason is your outcome!

So I invite you to take a moment and honestly ask yourself the simple question, "What is your outcome for this manual"...

Are you searching to learn how to manipulate someone or control a certain event? Or is your outcome to protect yourself and your loved ones from being manipulated or taken advantage of?

There is no right or wrong answer, so let's

look at how to begin the process..

Building Trust & Rapport

First, when someone is going to control or manipulate someone they must start by building a sense of trust or rapport. People naturally follow and listen to the people that they like and trust. This is an unconscious law and can not be dismissed.

How do you build rapport or a sense of liking with someone?

How do you cause someone to like or trust you?

Well to be long term and truly effective you must learn how to properly do it on an unconscious or subliminal level. Covertly you must have them like you and feel comfortable with you and think it is their own thoughts, and their own decision, so you don't

have any conscious blocks to overcome.

Although there are numerous HUGE books on rapport building, you can skip all the hype and theory, and quickly build rapport in two easy steps... verbal and nonverbal.

First lets look at the verbal rapport building techniques - the power of language. Well people naturally like the people that are similar to them, that are like them. So you want to appear to be like them in as many ways as possible, including their speech habits.

To begin with you must simply match the speed of their language because people tend to speak at the same speed that they understand or process information.

If you are talking to someone that speaks very slow, then you need to slow down, and talk at the same speed. If you talk to fast or quickly to that person, they will become mentally tired trying to keep up with you,

they will grow mentally tired... and you simply lose their attention.

On the other hand, if you speak too slow, they will grow impatient with you, and their mind will begin to wander into other thoughts and you lose their attention as well.

Match their speed as close as possible. In group settings, obviously you can't match everyone's speech, so you must generally speak a little faster than the normal person, yet take time to s..l..o..w.. down at times, and speed up at times as well.

You also want to speak at the same tonality as the other person, if they have a smooth resonant voice, you will not build rapport with a squeaky or shrill voice. Speak at their same tonality/pitch/ and tempo and they will begin to unconsciously like and trust you.

This is a huge secret of hypnosis therapy used to gently and covertly place people into a comfortable state of mind.

Next, you can build a second layer of rapport by matching and mirroring their physical or nonverbal attributes.

This includes your attire or the way you dress. You want to match their "style" as much as possible. To control others you want to dress similar, or just a little bit better. If they are wearing a suit and tie... so should you. If they are dressing casual, then so should you. Match their style as much as possible, and to convey unconscious trust maybe dress about 10% "better".

Then you need to match or mirror their physical movement and posture. If the person is sitting down, legs crossed with one arm on the table, you want to match them as closely as possible. As if they are looking into a mirror, you need to mimic their body style.

This "mirroring and matching" builds an unconscious rapport, the person will begin to like you and trust you... and not even know

why they feel this way.

Another way to build rapport is to allow the person talk most of the time, to ask open ended questions that "force" the person to talk and allow you to listen.

Some good open ended questions are..."Where are you from?".... "What brings you to (where they live)?"... "What do you find thrilling or exciting about _____?"...

Open ended questions can not be answered with a yes or no response, and the more the people talk and hear their own voice, the more comfortable they become. Study after study has shown that once a person is comfortable then they transfer those feelings and positive emotions to anyone they are talking to... in this case you!

Next try to find some points that you can agree with the person on... small points of agreement. As long as your agreement does not interfere with your outcome, or what you

are trying to accomplish, small points of agreement will build another layer of rapport, an unconscious bond.

Control Their Information

What a person reads or hears over time will become their thoughts and beliefs. And ultimately their actions... their life.

So a manipulator will secretly or covertly control the information they receive. They will manipulate or brainwash the person by letting the information reprogram them. Special reports, newsletters, or the books they "force" them or lead them to read. The information then is emotionally attached to them, and to the manipulators cause.

The manipulator will then also attempt to limit or halt the person from studying or reading "outside" information. Outside information may limit the manipulators

efforts and may even be against their outcome. That is why it must be limited or excluded if possible. How does a manipulator control what they read or listen to?

They send the books, reports, audio tapes and CDs, videos, etc., to the people they are trying to persuade or control.

Then they will reward or praise the people for doing what they want them to do... read or listen to the information. Repetition of this information will definitely change belief systems whether it is positive or negative.

Then to "lock in" the information, they will ask the person to write a summary, or make a speech on the information. They do this to have the person lock it in their mind on a deep level.

When a person writes anything in their own words, or they speak it in their own words, it becomes personal to them and they will believe it as their own thoughts. And it is

human nature that they can not argue with their own thoughts.

Many cults and religious organizations, and even many corporations have a set "book list" or "reading requirements" for their members or employees. And usually a reward program for those who complete this part of the covert and subtle mind control system.

The Power Of Repetition

Repetition is very crucial in the attempt to control others thoughts and then their lives. Hypnotists use the power of repetition to have someone go into a deep trance, and to make a positive change in your life. Now, the same repetition can be used even if you don't fall into trance...

Repetitive language, repetitive information loading through the previously mentioned books, audio's, videos, etc.

Most cults use certain "mission statements" that must be repeated many times over. The military also uses cadences as they march in a hypnotic and repetitive "trance".

A master salesman once used the following in his sales presentation to a large audience...

"this company is getting better and better and better and better, bigger and bigger and bigger, and bigger... why don't you join us now?"

And repetition can be used covertly to slowly reprogram a person's thoughts and mind.

Ask For A Small Favor...

This is SO powerful because it is very covert and very sneaky. It works on an unconscious neurological level. People have to be congruent in their mind with their actions that they take.

When you ask someone for a small favor, very small usually, human nature dictates that they do in fact help you. As long as the request is small, and seems harmless they will usually do it for you.

Then they must justify in their own mind, why they did that for you... even a small favor.

Well, they must like you, or trust you if they do a favor for you, right? Not really, yet on an unconscious level they must justify their actions.... you skip their beliefs and thoughts and jump to action... so they must go back in their mind and "fill in the blanks"... and then they build a false sense of trust or rapport with you.

This technique is used by many therapists with their clients to build a quick rapport.

What request can be asked? Anything as long as it is a small favor that requires them to take some action, preferably going physically

somewhere to do something for you. The more they are physically involved the deeper the thoughts... and you may also want to ask for several small favors over a short time period.

Show Thanks & Appreciation For The Small Things That Others Do Not...

Flattery is not nearly as powerful as "focused flattery"... Show thanks, appreciation, and flattery in public when at all possible, and show thanks for the small things that most people never recognize or mention to the person.

Everyone loves praise and recognition, and when you praise or notice someone in public it makes them feel very positive, and it is very addictive. Now at the same time, it must sound real, not fake or insincere. Plus, why comment on something that everyone else

may comment on. If you comment about someone's beautiful eyes... and they hear that every day, you lose the power of focused attention. Maybe you should comment on their soothing voice, or the way they just walk with a sense of "energy and full of life".

Plus you always want to be positive in front of others. Even if there are problems, you share the problems or criticism in private... **praise in public and correct in private.**

When you are always positive, people will link that feeling of happiness to you on an unconscious level. People always feel compelled to follow a cult leader, because they link their words or their commands with the same good and comfortable feelings they have with the leader.

The Power Of Deceptive Language

Language is probably the most powerful

technique for persuasion and manipulation. Now we are not talking about the slick lines of the used car salesman, or the pitches of the 1970's vacuum cleaner salesman.

What we are going to discuss is the powerful and controversial art of covert language. We are going to look closely at the language used by hypno-therapists, and psychologists.

Have you ever been to a Hypnosis show? Have you ever seen a man dance like a chicken, a woman speak in Martian? A person forget their own name or a series of numbers? How does hypnosis change a person so quickly with only a muttering of seemingly normal words?

Because the utterance of "normal words" is not normal at all... In fact it is set up in a series of language patterns, hidden "subliminal" commands, and word plays that weave an unconscious control inside their mind.

First, once you are speaking in their same tonality and speed of the person, and you have built rapport, you can then begin to speak using certain language patterns.

We are going to study the 3 most common patterns here, cause and effect patterns, hidden commands, and third party stories.

Then we will show you how a manipulator can use all 3 against you in what seems to be "*normal everyday conversation*"... however, if they have you in rapport, the effects take place just as if you were in a deep state of hypnosis.

Cause & Effect Language:

Cause and effect patterns work on the premise that the brain will take in what it is told as true as long as it "sounds" believable... and cause/effect language is so smooth it bypasses the conscious filters and then is accepted as true... so beliefs can be changed.

"Simply reading this manual will cause you to learn very

quickly how to prevent others from controlling your mind"

Is this true? Possibly, yet how will it cause you to learn very quickly? However it sounds real, and then your unconscious mind accepts it as true.

Hypnotist: "Don't sit in this chair unless you are ready to fall into trance..."

Does sitting in a chair cause you to fall into trance? Not until you believe that it will... then simply sitting in it, your unconscious must follow what you believe, and you find yourself falling into trance...

It is also done many times in a "The More You...." pattern.

The More You _____, the more you _____.

The More you read this manual, the more you will tell others about it...

The More you call me, the more you will fall in love with me...

As you read my over my proposal, you can

feel that working with me would be a great decision, feels good doesn't it?

These type of statements are not factual until the unconscious mind makes it so... yet, then the brain will follow the command as if it were a powerful hypnotic command.

People use these statements everyday out of pure mistake, and do not realize how powerful they are.

Trained manipulators and therapist however, use them in a planned and relentless system to control the others persons mind.

Hidden Commands

What if you could just tell someone what to do... and they had to, as if in trance, follow that command? What would you have them do... and more importantly, what if a cult leader or master manipulator tried to use a hidden command on you. Would you know

what to do, or even how to notice if you are the target of this type of manipulation mind play?

Hidden directives, also called embedded commands, are very powerful when used properly. They work very well, and when used by a trained person, can cause a person to change belief systems quickly.

Read the following **ACTUAL** conversation passage and then we will go back and pinpoint the hidden commands that go inside the unconscious of the person being manipulated:

"I read an interesting story the other day on how iced tea can actually affect a person on so many levels. It said if you placed a tea leaf under your tongue for just a moment or two you could feel positive changes, instantly feel relaxed, calm, and comfortable with me, I have tried it and was shocked.

And unlike a harmful drug, you don't lose control of your will, or find yourself wanting to do whatever is right

in front of you now...

In fact over a 15 year study proved that most people could feel a change take place in your mind, within just seconds.

Yet, it is also so powerful that you may find yourself addicted, to me, I just like the taste, and it is better than a soft drink.

Now you may not feel exactly like me Susan, yet what do you think?"

Now that looks like a normal conversation, and it was... yet the manipulator had "Susan" in trance by building rapport and was now filling her full of hypnotic commands... Hidden commands are actually hidden in this message and are "marked off" by a slight pause before and after the command. Look closely at the hidden command marked off in red...

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Now that is only 7 commands, yet in his complete conversation he used a total of over 80 commands all geared to her making her feel comfortable, feel positive changes, and to like him... the unconscious mind picks up the pattern of marked off commands and then it takes the suggestions as fact and changes take

place.

Will you get caught using hidden commands? Not if you **mark them off with a slight pause before and after**, and then talk on a natural tone. However one command will not work... even a dozen will not work, the unconscious picks up the "pattern" of commands of 40 - 50 - even 100 commands or more. Repetition of commands are very powerful.

Is the above scenario the best use of hidden commands? No. Yet, we used it here because we overheard it in actual use at a local restaurant just a few days ago. And the manipulator had the girl in DEEP rapport, and she was definitely following his hidden commands.

Third Party Stories

Third party stories intrigue others because stories and parables are so powerful and

intriguing in nature. So you can then use stories that are manifested with an intent.

You can use a supposedly "true story" to implant cause and effect language, and hidden commands.

Look closely as this cult leader tells a story a simple story to a woman, a new recruit, about another woman who blatantly approached him...

"I was at the local restaurant the other day, when a lady in a red turtleneck sweater approached me and shocked me when she said... 'I could only imagine me and you, going home, and making love to each other all night long... filling each other with complete satisfaction... could you imagine me pleasing you?'.... I was shocked at her approach! Can you imagine someone that blunt?"

Now did he meet a woman that said that to him? No! Yet, he manipulated her thoughts and laid hidden embedded commands.

He actually on a covert level had his new

recruit actually imagine making love to HIM by using deceptive language.

A used car salesman may say...

"A customer called me up yesterday and told me, **this is the best car you can buy... now**, he was convinced because of the...."

There are many more language patterns and deceptive secrets that can be used... single binds, double binds, phonological ambiguities, metaphorical stories, negation, and much more. (covered in Wicked Words) Yet, the ones covered here are the primary techniques you must be aware of so you are not manipulated by others!

Planting The Seed

What is the best way to bypass conscious resistance... to make long term and permanent changes?

You let the other person believe that your belief is actually *"their belief"*.

How do you do that? You plant a thought or thought pattern into the other persons mind. It works because people can not argue or disagree with their own thoughts. Because, as we discussed their thoughts become their beliefs... their actions... their life!

Now you can do this by stating a "belief" in the sense of hidden commands, cause/effect patterns or even the 3rd party stories.

Then a manipulator will quickly change the subject after implanting the story or a covert command. By changing the subject, the conscious mind is directed elsewhere, and then the command can be set into the unconscious... and then manifest itself later as their own belief. VERY POWERFUL for the trained manipulator...

In fact, we will not even cover it here because it can not be used properly or even safely

without adequate training, it is covered with numerous examples in our Nuero-Persuasion course.

Just be careful yourself not to be manipulated. When you are talking with someone, and something is said that you may not completely agree with, or something you find controversial, and then the subject is naturally changed. Notice language for what is being said at all times, and you will notice the deception and the "steering of thoughts".

The Final Key - Criteria

This is the final and most powerful way to manipulate, persuade, or control others. And you can protect yourself QUICKLY because you can detect the manipulation tactic within their language.

First, it is so powerful because a persons core values and beliefs, their reality, their view of

the world, can be exposed so gently by asking a few simple questions.

"What is important to you in ___?"

What's important to you in a relationship?

What's important to you in an automobile?

What's important to you in a sexual relationship?

What's important to you about God?

This will begin the process of getting you to their inner core beliefs and values. Then you simply ask a "Deepening Question", to get their inner most feelings and criteria...

Such as, when they tell you exactly what is important, you want to add to that...

"And what is important to you about that?"

Or, "What else is important to you in ___?"

Then ask the person... "What will having _____ do for you?"

This will show you if the person is a "towards" or "away" type of person.

Very important to know because people usually make all their decisions on a subliminal level based on their inner decision making process.

For example what would \$1,000,000 cash do for you?

We asked 100 families that last year and the results were about the same... 48% of the people told us what they would buy, the vacations they would go on... the homes, the cars, the whole beautiful picture. They are a "towards" type of person. They can see what they want to happen and are moving towards a goal or dream.

However 52% told us that they would pay off their credit cards, mortgages, etc. Quit a job they hate, tell the boss to shove the job up their a** and a lot other "away" from strategies. This type of person is looking to get away from pain... Away from the bad things in life. And getting away is their big

internal motivator.

So when you are trying to persuade anyone, you will be a lot more effective if you know their inner driving force.

What will your product or service do for them? Get them "away" from the bad problems and circumstances of life... or take them "towards" the happiness, dreams, and goals?

Only if you first discover their internal decision making process can you make the perfect presentation that will activate their inner desires.

What about group presentations? What if you simply can't elicit their criteria every time?

Then you must create a push/pull or a towards/away propulsion system and address both parts.

Show the positive gains they will benefit from listening and trusting you, as well as

what they will escape, what they will get away from when they go with your ideas and services.

In church, and in the Bible, it talks about the terrible fire and brimstone... eternal damnation in a lake of fire and torture for all of eternity.

Yet, it also speaks of the pearly white gates, the streets of gold, the mansions, no sickness or disease, and everlasting peace and joy.

Some people will be scared and want to get "away" from hell, while others will be motivated and want to get "towards" heaven and the eternal life with our creator and saviour. This is a classic example of a "push-pull" propulsion system.

When you delve deeper you can get a person true values... by doing this you get into their emotional state of mind, their convictions and life strategies.

Then you are unconsciously linked to that area of their mind and YOU naturally become important to them.

Also, when a person tells you what is most important to them, you can use the old faithful, "If I _____, will you _____"

Example: "John, I understand what you are looking for, and If I can give you an investment plan that will offer you (whatever he said is most important - peace of mind, safety - guaranteed growth...), will you (feel comfortable with our firm, give our firm a fair chance to prove our track record, simply go with us, whatever!)."

You will easily double your client base and income using this one technique alone.

This is a popular and sneaky hypnosis secret because once they tell you what is important to them, you can now "naturally" become that person, or offer them the product or service they are looking for. They will actually tell you what to do, or who to become to control

them, and they feel good about doing it!

Now a cult will do this to find out your core values and beliefs, and then show you how their cult movement can provide you with exactly what you desire... and then they will share terrible stories of what happens if you go elsewhere, if you leave their cult.
(discussed further in Neuro-Persuasion)

In conclusion, this brief and concise book was written to share with you how you can prevent being manipulated and how you can actually begin to persuade others using state of the art hypnosis techniques with your target wide awake.

Use with great responsibility and be prepared to be amazed at the results.

To learn the other 89 secrets of mental magic, you may purchase our latest and very controversial **Neuro-Persuasion Course (10 Audio CD's)** for ~~only \$399~~ *call for specials* or our new "**Wicked**

Words" course (2 Audio CD's) for ~~only~~
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System That Can Be Used In
Normal Conversation To Reach
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Snatch Their Unconscious Desires
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"After listening to these 2 cd's I found shivers up my spine... and I began to think of all the powerful ways I could use these secrets... I would say 85% of what he taught I have never heard before! Great CD course, and Wayne is a great teacher!"

-Jerry Batchelor,
co-author of "How
To Make Anyone Fall
In Lust... Or Love
If You Choose"

Have you ever wondered why some salespersons can seemingly say basically anything and cause people to reach deep into their pockets and buy whatever they are selling?

Have you ever found yourself curious why some guys seem to have the "silver tongue" and with just an utter of a few words, have some hot chick ready to sleep with him?

Maybe you have wondered why do some cult leaders have thousands of people follow them, and believe everything they are saying... with me, I have those thoughts, and studied that for several years to discover one shocking secret...

**"Covert or Subliminal Hypnosis Is VERY Real... and VERY Powerful When Used In Normal Everyday Conversation!
And There Are Powerful And Easy To Learn Secret Techniques That Once Blended Together Can Change Anyone's Belief System And Make Them Do Your Wishes Like Waving A Magic Wand!"**

Now, this is NOT your typical Brian Tracy, Zig Ziglar, Tom Hopkins, or even your Tony Robbins material! Instead, this is directly from the controversial author and personal coach
Wayne Sutton.

In this complete 2 CD course Wayne takes his usual approach of all facts, no bullshit, and gives you the complete
Art Of Wicked Words.. Covert Hypnosis and Belief Changing System!

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- How To Use The Power Of Focused Intent!
- The Power Of Pre-suppositions and How To Apply Them!
- The Gentle Covert Way To Use Cause and Effect Language Secrets!
- How To Use Embedded Commands To Secretly Hypnotize Your Client To Follow Your Commands.. *While They Are Wide Awake!*
- How To Use The Power of "False Choices" To Get What You Want EVERY TIME And Make Your Target Think It Was Their Idea!
- How To Use Softeners To Make Your Language Easy, and Make Your Target Feel Comfortable!
- How To STOP Their Current Thought Process Or Ideas... And Place YOUR Thoughts In Their Mind, and Have Them OBEY YOU!

- How To Tell Stories That Change Belief Systems!
- What Are Unconscious Anchors - And How Can They Can CHANGE YOUR LIFE FOREVER!
- And More With A Special Section On Integrations - Making Everything You Have Learned Flow Smoothly, Covertly, And Powerfully!

Are you in sales? Maybe you just want to be more successful with women or men? Handle that asshole at work? Or persuade your boss to see things your way for a change... get that raise... whatever you desire! This 2 CD course will teach you.

So as you think of all the obvious benefits, what is the reason that sticks out in your mind? What is the main reason that makes you go, "Yes! I Need This Course..." - Well that is the exact reason you need to buy now.

Imagine the power you will have once you obtain this course. How will you use it first???

"Covert or Subliminal Hypnosis is used every day by major advertisers, cult leaders, and some smart politicians... yet never have i seen it all taught so brutally as with Wayne Sutton's CD course. After reviewing it we decided to not only list it in our magazine, but we have also hired Wayne to help with our sales and advertising copywriting department. Great CD's and my highest recommendation!"

- Publisher,
Cutting Edge
Philosophy Magazine
May 2003

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